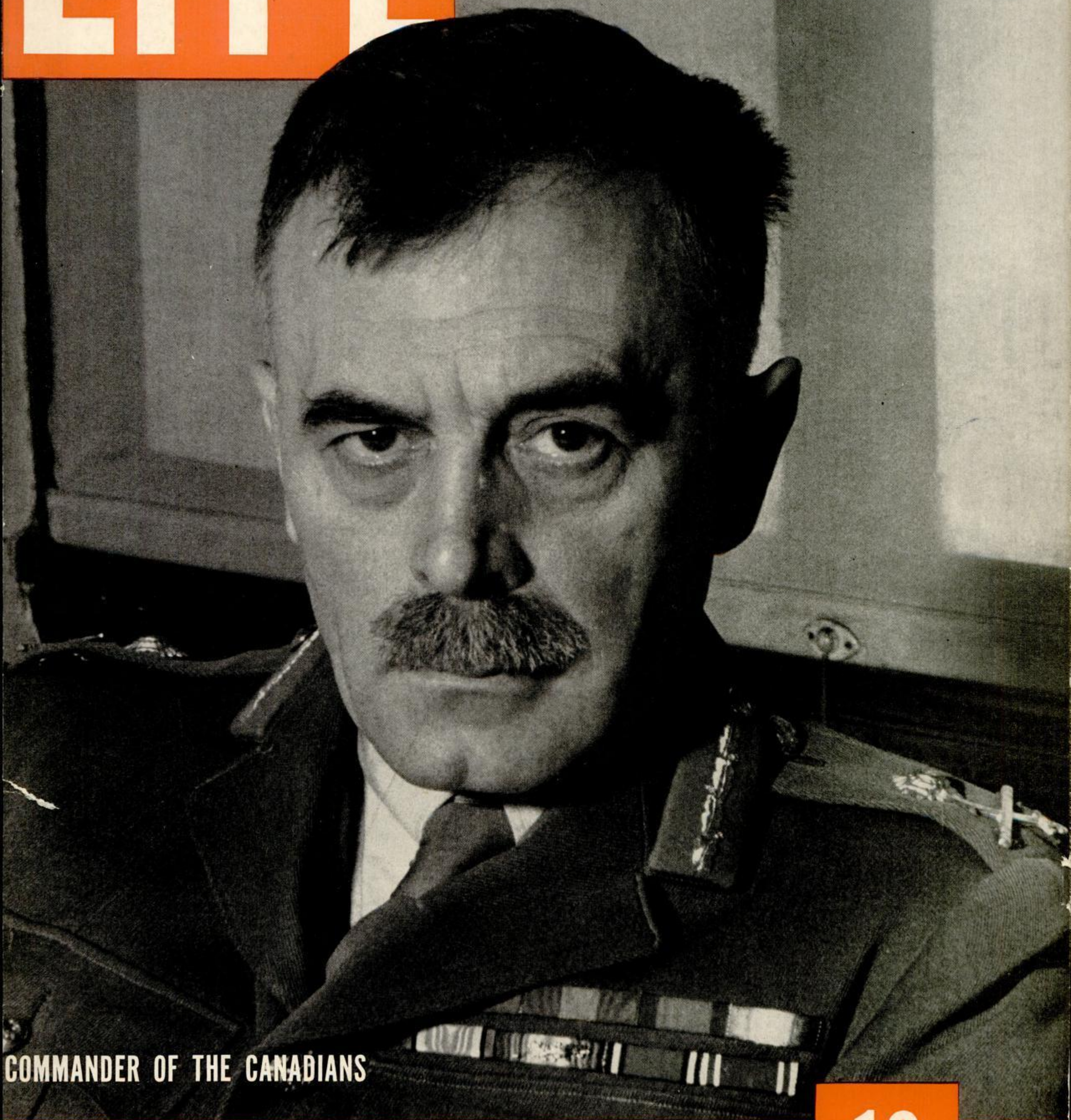


# LIFE



COMMANDER OF THE CANADIANS

DECEMBER 18, 1939

10 CENTS





**TERRIFIC PICK-UP** and power! From 15 to 50 MPH in less than 13 seconds, *high gear*—with the big Nash engine that delivers small car economy. New Fourth Speed Forward saves you up to 20% more on gasoline.



**THROUGH A BLIZZARD** in summer comfort, you ride coatless in Weather Eye conditioned air warmth. Flash starting, even on coldest mornings, with Nash's exclusive manifold-sealed engine.

## GOODBYE-MR. WINTER

*PICK OUT A DAY* when a roaring Nor'easter has sent the last lone driver scuttling back home with frozen fingers.

Then see if it's true what Nash owners say! *that there isn't any winter any more!*

Out of the storm and up to your door will skim a car as sleek as the wind it cleaves, so gay its dancing wheels hardly touch the snow.

You all pile in, from Granny down to the two-year-old . . . into seats as soft and deep as gossamer clouds. Then someone touches a magic dial—and presto!

It's May! Fresh, warm air that lets you shed coats down to your shirt sleeves . . . that brings back a springtime zest to go places! It's Nash Weather Eye magic—and lo, it's *fully automatic*. Your comfort always stays the same.

Toe the throttle—and you feel a terrific surge of power whisk the city away. Then, a *Fourth Speed Forward* cuts in—

and the countryside comes winging up.

Suddenly a snowbound straggler blocks the way, but you zoom by with the reserve pick-up of the automatic Overtake.

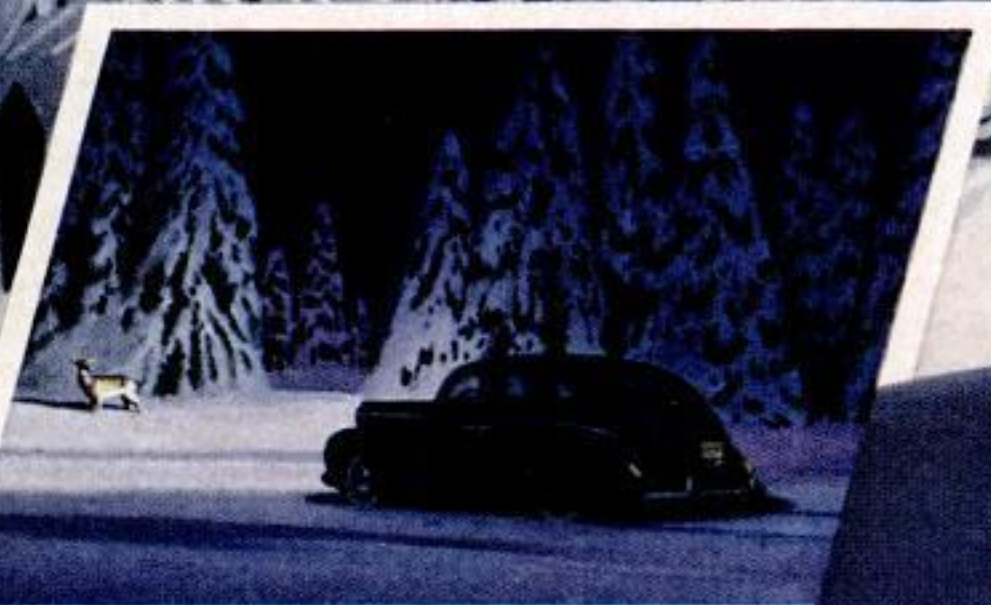
Outside the storm rolls on. But you can't feel its icy fingers . . . or hear the whine of the wind . . . or notice the frozen ruts below. You sail along *as smooth and silent as Arrow-flight*.

Soon you'll find it—that secluded pond where singing skates make gay music in the frozen air.

Let the rest of the world sit chattering by the radiator . . . let the almanac say snow—here in your Nash you know for a fact it's goodbye Mr. Winter—for good!

. . .

Why keep on "hibernating" half of every year . . . when *many Nash models are priced next to the lowest?* Get in a Nash today and collect on year 'round fun!



**SAFE AT NIGHT.** Sealed Beam lights give glareless brilliance, 50% more power. Remember: Nash long life assures higher resale value. Dealers everywhere (over 1800) are ready to serve you.

*Again...* **NASH**  
*IT'S THAT NEW*



# Personal-Practical-7 Gifts Sure to Please

## Make This Gillette Page Your Shopping List For Men!



Memo Pad  
After Blades  
Are Removed

Gillette  
Blue Blades  
Memo Pad

Jewel Box  
After Blades  
Are Removed

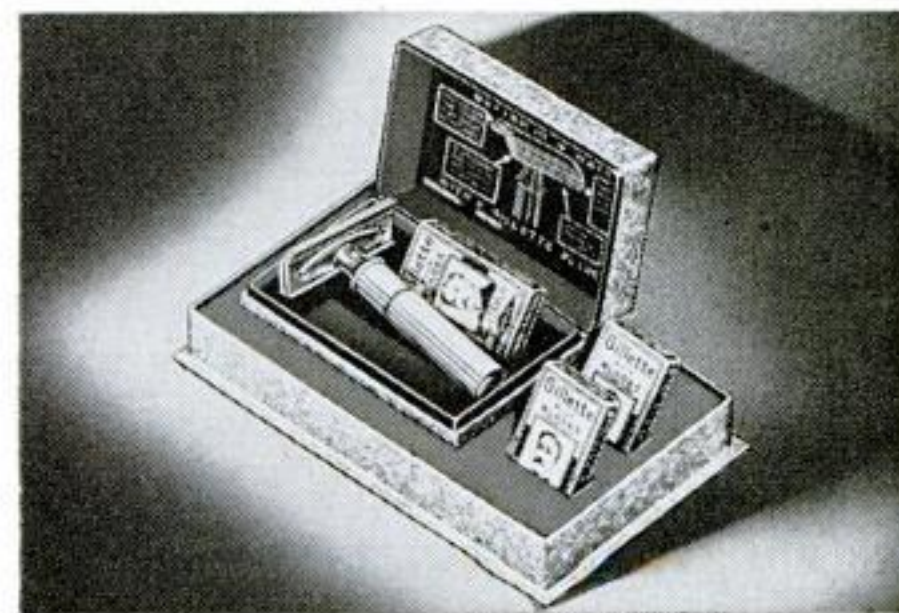
Gillette  
Blue Blades  
Jewel Box

Let These Suggestions Guide The Children Too,  
In Their Christmas Buying For Dad Or Brother

SO YOU can't think of a single thing to give a man for Christmas! Well, don't wrack your brain another minute. Gillette offers seven sure ways to please any man... from Dad and Uncle Jim to the postman on your street. For here are gifts every man wants... and they're as personal or impersonal as "Merry Christmas" itself.

Prices start at only 98c, so these brilliantly styled gifts are within even a child's Christmas budget. The attractive and useful packages cost you nothing extra... you pay only the regular prices for the Gillette merchandise.

Pictured on this page are gift sets both with and without Gillette Razors. In making your selections, remember that every man enjoys owning an extra razor for home, office, traveling kit or locker room. Ask your dealer to show you all seven Gillette gift sets. He has them, or can get them for you quickly.



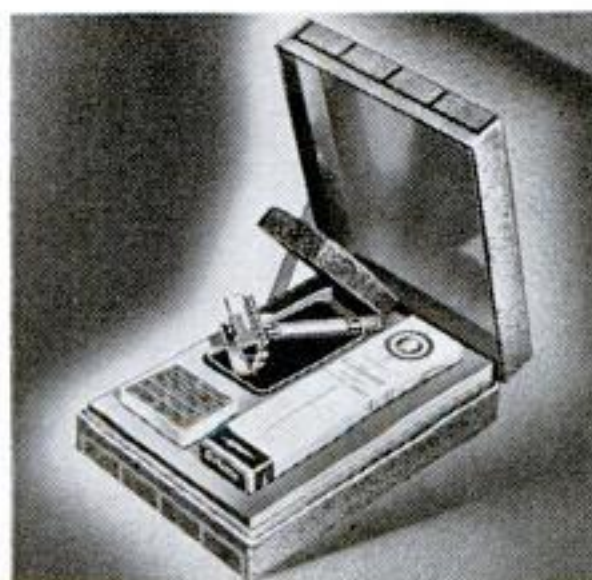
★ **GILLETTE MEMO PAD UNIT** containing 50 Gillette Blue Blades. Memo pad and calendar holder are of metal, covered with pigskin grained fabric. Perpetual calendar is adjustable to any year. Calendar top, when raised, reveals receptacle for stamps, clips, rubber bands, etc. Pad of memo paper included, \$2.45.

★ **GILLETTE JEWEL BOX UNIT** containing 25 Gillette Blue Blades in attractive jewel box constructed of metal, covered with durable pigskin-grained fabric and lined with maroon velveteen. A novel and practical holiday item of year-round utility. The jewel box is free—you pay for the blades alone—\$1.25.

★ **THE GILLETTE TECH.** Handsome, transparent casing contains 15 Gillette Blue Blades and nickel-plated Gillette Tech Razor. This razor has four big improvements. (1) Solid bar guard for comfort. (2) Non-skid tread to prevent nicks. (3) Rigid blade support—edges can't vibrate. (4) Non-clogging construction—cleans instantly. Only 98c.



★ **THE GILLETTE SENATOR.** Consisting of a nickel-plated one-piece razor and five Gillette Blue Blades. A twist of the handle opens razor cap to remove or replace blade. Fifteen additional Gillette Blue Blades included. Outstanding holiday value at only \$1.39.



★ **THE GILLETTE SHERATON** includes one-piece, gold-plated Sheraton Razor and five Gillette Blue Blades all in a metal traveling case covered with leather-grained fabric. Also 25 additional Gillette Blue Blades and tube of Gillette Brushless Shaving Cream, \$2.48.



★ **THE GILLETTE ARISTOCRAT** set contains \$4 Gillette Aristocrat one-piece, 24 kt. gold-plated razor and shell with 10 Gillette Blue Blades. Also 20 additional Gillette Blue Blades in special container and a large tube Gillette Brushless Shaving Cream, \$5.00.



★ **THE GILLETTE ARISTOCRAT DELUXE** set contains the \$4 Gillette Aristocrat one-piece, 24 kt. gold-plated razor. Also 70 Gillette Blue Blades and two large tubes of high-speed Gillette Brushless Shaving Cream. An exceptionally impressive gift for \$7.25.

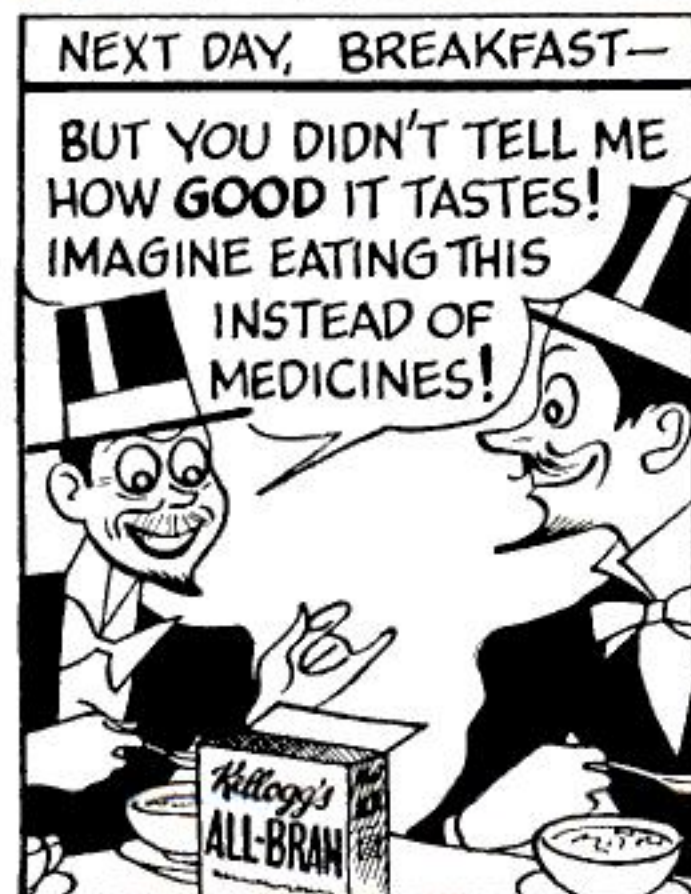
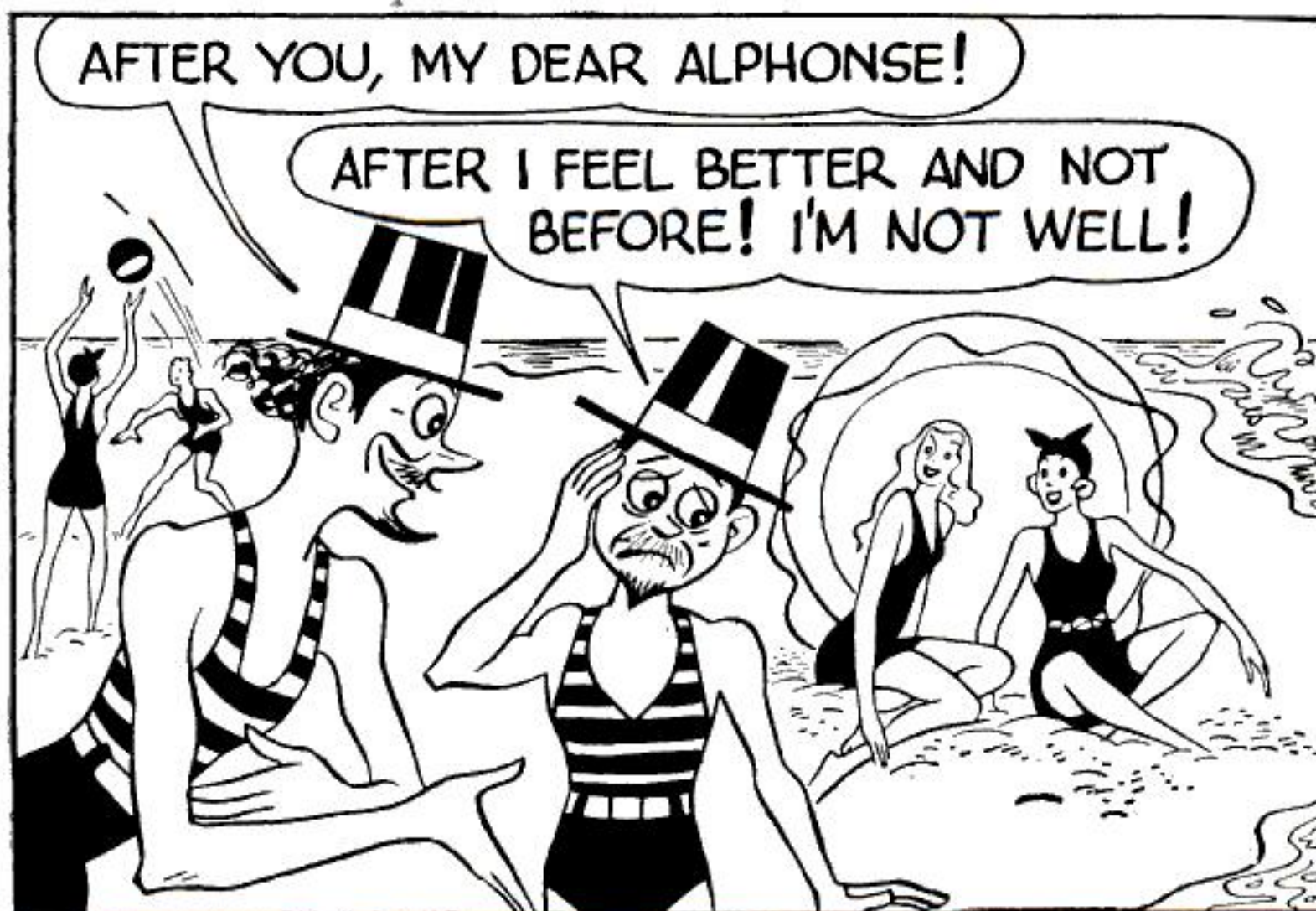
This One



F7JK-7CW-HFSR



## ALPHONSE AND GASTON AT THE BEACH



Join the "Regulars" with  
**KELLOGG'S ALL-BRAN**

## LETTERS TO THE EDITORS

### Case of the Roasted Undertaker

Sirs:

Say! That is no way to end an article (The Cases of Dr. Gonzales, LIFE, Nov. 27).

We all want to know about that Case of the Roasted Undertaker.

If you don't want to be a Roasted Editor you better undertake to tell us.

LAWRENCE E. GICHNER

Washington, D.C.

● The Case of the Roasted Undertaker was an insurance-fraud plot frustrated on the autopsy table. Two men who ran an undertaking parlor bought a log cabin in the woods. One day the cabin burned down and a badly charred corpse was found inside. One of the undertakers identified the corpse as his partner and tried to collect on the insurance policy of which he was beneficiary. The Medical Examiner got hold of the body, measured the bones and discovered that the corpse was a good two inches taller than the "dead" undertaker. A section of lung was found and diagnosed—acute pneumonia. Formaldehyde was also present. It was easy for the M. E. to detect that the undertakers had simply diverted one of their corpses, burned him in the cabin and attempted to collect. Both villains were brought to book "for conspiracy to commit a fraud" and "violation of a dead body."—ED.

### Admiral's Footgear

Sirs:

Can you possibly tell me the name and history of the strange articles of footgear sported by the British admirals in the photograph on page 89 of your Nov. 20 issue? As adjuncts to the "Social Inter-course" uniform (or whatever the British equivalent of that garb is called) they are doubtless exact copies of the boots worn at some great moment of English naval history—but what one, and worn by



ADMIRALS IN HALF-WELLINGTONS

whom? It must have been Rodney or Nelson; certainly they're unlike anything designed later than the Regency.

MALLORY DAVENPORT

New York, N.Y.

● The boots, worn with full dress by officers of the British Navy, are known as half-wellingtons. They come half-way up to the knee, without laces. Of several British naval experts questioned by LIFE, none had any idea why sea dogs should model their boots on those of the great but un-naval Duke of Wellington.—ED.

### The Past Reveals the Present

Sirs:

It was a great pleasure to read your intelligent story about Southworth & Hawes's daguerreotype of John Quincy Adams from the Museum's current photograph show (LIFE, Nov. 20). In this story, as in the admirable write-up you did on our Life in America exhibition (LIFE, June 19), you delight a museum man's heart by your acumen in detecting timeliness in old things. You have done brilliantly one of the things that every museum tries to do—demonstrated that the past reveals the present.

A. HYATT MAYOR

The Metropolitan Museum of Art  
New York, N.Y.

### Germans in America

Sirs:

A New England Yankee of Scotch-Irish-English descent, I spent my four college years at the University of Wisconsin. Consequently today about two thirds of my friends are German-Americans. And, consequently, I am moved to write my first letter to LIFE for the marvelous way in which you give these German-Americans a boost now (LIFE, Nov. 27), before any real or active animosity sets in against them. Friendly and fun-loving, at the same time serious and hard-working—they are as fine and as genuine Americans as any people in the country and would be the last ones to let the U. S. A. down.

I only hope that the support you have given them becomes an example by which the rest of the Americans will abide for the duration of this present war.

NAN FEELEY

Winchester, Mass.

Sirs:

In these trying times I am certain you have relieved the minds of many German-Americans who love democracy.

TED WARNEKE

Portland, Ore.

Sirs:

Over 60% of the population of Lewiston is of French-Canadian descent.

We too have clung to our language, press, clubs and customs just as stubbornly as the Germans have. We would be in the same boat if the U. S. ever went to war against Canada or France.

ROGER GOULET

Lewiston, Me.

Sirs:

Such a fair and honest picture of the real German-Americans I have not seen anywhere else.

WILLIAM SCHULTHEISS

Washington, D. C.

Sirs:

My sincere thanks to you for your photographic essay on Germans in America, for it expresses the reason for my pride

in my German ancestry despite the fact that I served two years in the American Army during World War I.

STANLEY HAGEN

Brooklyn, N. Y.

### No Proselyting

Sirs:

In LIFE, Nov. 27, under one of the illustrations accompanying your splendid article concerning the long coaching career of Amos Alonzo Stagg, there is this comment: "Because Stagg will not allow proselyting, few high-school stars come to Pacific. Instead they go to U.S.C., San Jose or St. Mary's."

That is a very unjust and undeserved reflection upon San Jose State College, whose football team happens to be undefeated and the highest scoring team in the country.

I can positively state, as a member of the San Jose College coaching staff, that we have no high-school stars on our football squad and that San Jose does no proselyting. During the past two seasons there have been seven members of the team who never played on a high-school team.

GLENN S. WARNER

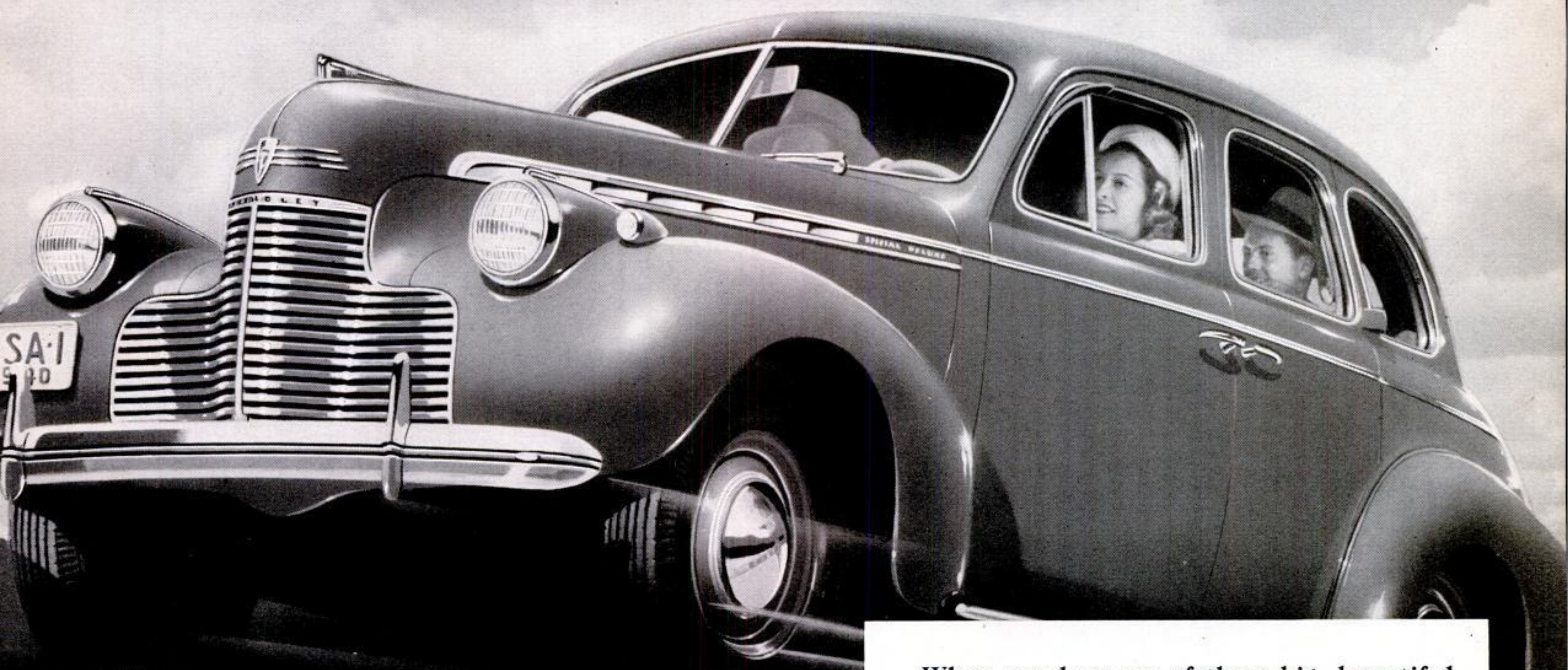
Palo Alto, Calif.

● Glenn S. ("Pop") Warner who, like Stagg, is one of football's Grand Old Men and whose 44-year coaching career has included the head coachship of

(continued on p. 4)



# Be **FIRST AWAY** with A New Chevrolet!



The Special De Luxe Sport Sedan, \$802\*

It's the **FRONT RUNNER** of  
the low-price field . . . first in all-  
round performance with all-  
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and driving ease . . . the greatest  
action car you've ever driven!

Eye it..  
Try it..  
Buy it!

\$**659**

85-H.P. VALVE-IN-HEAD SIX  
AND UP, \*at Flint, Michigan. Transportation  
based on rail rates, state and local taxes (if  
any), optional equipment and accessories—  
extra. Prices subject to change without notice.  
Bumper guards—extra on Master 85 Series.

When you buy one of these big, beautiful  
Chevrolets, you buy yourself a seat in the  
“front row center” for the great motoring  
revue of 1940!

From that moment on, all the beauties,  
all the performance thrills, all the comfort  
and convenience, all the *real joys* of motor-  
ing are yours—and you may be sure that the  
rest of the audience will have an envious eye  
on you, too!

Because Chevrolet brings you an unequalled  
*combination* of power, acceleration and  
economy . . . of handling ease and riding  
ease . . . of Vacuum-Power Shifting and Per-  
fected Hydraulic Braking . . . of fleet action,  
smooth action, thrilling action!

And Chevrolet brings you these things at  
the *lowest cost* in purchase price, gas, oil  
and upkeep, which explains why it has led  
all other cars in sales for eight out of the  
last nine years!

That's why we say, “Eye It—Try It—Buy  
It!” That's why we say, “Chevrolet's **FIRST**  
Again!”

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation,  
DETROIT, MICHIGAN

## “Chevrolet's **FIRST Again!**”



## LETTERS TO THE EDITORS

(continued)

Cornell, University of Georgia, Carlisle, Pittsburgh, Stanford and Temple, is now advisory coach at San Jose. He is right that San Jose does not send representatives around to high schools to make definite offers to players. Some of its rivals do. San Jose is, however, well known for the attractions it offers players. It houses 35 athletes free at "Varsity House" and the college or local merchants provide jobs for needy footballers. All this is common practice among many coast colleges.—ED.

### Americanism via the Groin

Sirs:

Although I hold the chameleon Communists in intellectual contempt, the pictures and account of the Red beatings in Detroit in your Nov. 27 issue set my teeth on edge. I wish I had the scathing wit of a Junius and the scorching eloquence of a Patrick Henry that I could adequately express my opinion of this spawn of blackest unAmericanism, these deadly elements of Gestapo and OGPU in our midst that gang up on a group assembled to express their opinions and speak their thoughts, however unpopular that group or their thoughts may be. That all men may speak their minds freely and without fear, with logic and eloquence the only instruments of persuasion, is a heritage that is dear to our hearts; but when, anywhere in this country, persuasion becomes the upraised fist and the toe of a boot, then the shadow of oppression falls over us all. It is the liberty for which our fathers fought that is bruised—it is the hope of freedom in which we raise our children that gets a kick in the pants. When, anywhere in this country, a man can lie prone, begging for mercy from those who torment him for what he believes, look well, fellow Americans! Will future historians call this "one of the early signs of the collapse of the democratic way of life in the United States of America?"

BERNICE G. WEDUM

Cincinnati, Ohio

Sirs:

Viewing the pictures of Detroit veterans inculcating Americanism via the groin, and comparing with similar pictures of German Storm Troopers' treatment of Jews, I would suggest you send a copy of LIFE to Herr Hitler. No doubt Der Führer would be impressed by the superior technique displayed in a democracy for handling minorities.

G. H. ABEL

Gillette, Wyo.



Sirs:

I have made a correction that makes your picture series complete (see cut).

MATTHEW BENNETT

Philadelphia, Pa.

Sirs:

In your Nov. 27 issue you have an article with caption, "Communists Hailing Soviet Anniversary Are Beaten by War Veterans in Detroit." This was the first version released by the Detroit newspapers, which was greatly in error. An injustice was done to the War veterans in Detroit who distributed anti-Communist literature in an educational campaign of Americanism. The veterans were given definite instructions to participate in no violence and no disturbance. We didn't care to give the Communists the propaganda they desire. We could not get into

the meeting and as a result we dispersed.

The veterans were used as a cloak to settle a labor controversy between two different union factions, and you are in error again when you state that the picket line formed was composed of legionnaires, Veterans of Foreign Wars, and Jewish War Veterans. Not one veteran was in a picket line. The veterans practically all left by nine o'clock—the disturbance did not occur until after ten.

ROBERT ROSEN

National Executive Committeeman  
Fifth Regional District  
Jewish War Veterans of the U. S.  
Detroit, Mich.

### Toscanini

Sirs:

For one who has collected Toscanini clippings of critics' reviews and all-too-rare photographs during the past eleven years, your Nov. 27 spread on the Maestro occasioned much rejoicing.

My original idea in assembling such items was to prove to my future grandchildren that this wonderful human being actually existed and was not a legend. Your grand photographs present him in such a warmly human light that they will be the highlight of my collection.

HAZEL OLSEN

Freeport, N. Y.

Sirs:

Thank you, thank you, thank you for the pictures of our beloved Toscanini.

SYLVIA P. REITER

Philadelphia, Pa.

Sirs:

Your pictures reveal the personality I have always imagined the great conductor to possess.

CAROLYN FERRAZANO

Paterson, N. J.

Sirs:

May I add my most sincere congratulations to those of your subscribers for the magnificent issue of LIFE—the Maestro is most enthusiastic and even Sonia quite excited to see herself "in a book!"

You did a wonderful job and you are to be heartily congratulated.

MARGHERITA DE VECCHI

New York, N. Y.

● Miss De Vecchi is Toscanini's secretary.—ED.

### Approach to Cows

Sirs:

Your article under Natural History (LIFE, Nov. 27) covering the subject of Audubon and Harris, as reported by Mr. J. Fletcher Street is so flippant with the subject of Edward Harris III's business failure, leaving the impression, to say the least, of a not very scientific or possibly not a normal approach to the subject of cows, that I will ask you to make a correction.

Edward Harris III lost his money in a series of business ventures over a period of years, which were normal ventures such as farming, horticulture, two ventures in greenhouse development, and some others. Failure was not due to wild, impractical inventive schemes, but attributable to the average cause of business failure, analysis of which would not be necessary here.

Edward Harris III was an educated man, a student of literature and philosophy and, above all, an amateur naturalist and scientist, and could never in his wildest periods of optimism have conceived any such ridiculous approach to the cow subject referred to in your article.

His son, WILLIAM U. HARRIS

Jackson, Ala.

● Edward Harris III was described as "an inventive fellow who lost all his money perfecting a method of keeping cows from going dry." LIFE is very glad to have his son's fuller explanation.—ED.

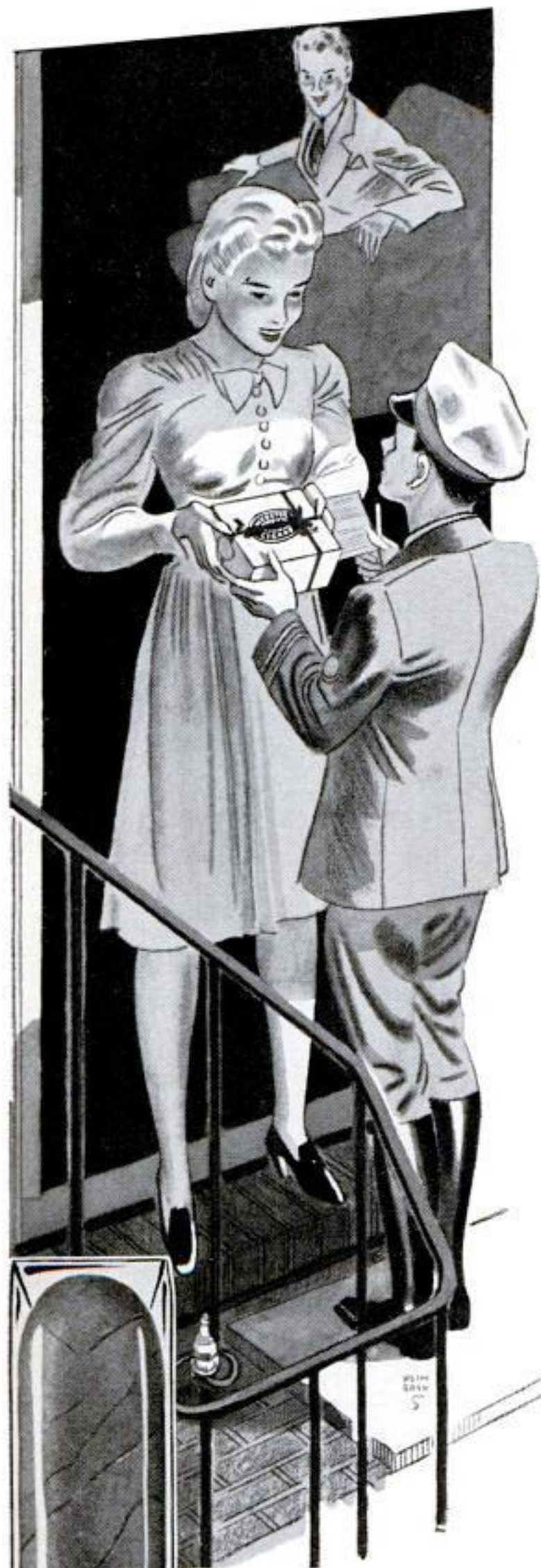


**IRON:** Relative available amounts in—  
SPINACH —  
RAISINS —  
BOSCO —

Bosco in milk—the Iron-Rich Food Drink. Easy to mix. Just stir one teaspoonful of Bosco into a cup of whole milk (hot or cold) and it's ready.







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## WEBSTERS

When in a last-minute dither over what to send the boss, rich Uncle Henry, a close personal friend, or a client you're cultivating—pull yourself together and make it a box of Websters. You can't go wrong in choosing the cigar that's "First in the Social Register"; a favorite at the better clubs and hotels; the popular choice among connoisseurs accustomed to expensive imported Cuban cigars. Specially selected long-Havana filler; highest custom-craftsmanship; voguishly modern shapes. Dignified Christmas-spirit boxes of 50 and 25.

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Custom-made Webster Shapes  
FANCY TALES  
Golden Wedding 10c  
Perfecto Chico... 10c  
Queens... 2 for 25c

15c

First in the Social Register

## LIFE'S PICTURES



John Phillips, 25-year-old LIFE staff photographer who took the pictures of wartime Canada on pages 69-75, is shown above (right) in a Canadian tank at Camp Borden, about 60 miles from Toronto. At this airfield the camera-shy junior pilots, weary of dodging news photographers, had set up minimum rates for posing for photographs (\$1 a picture, \$2 if in color), but amiably waived the emolument for LIFE's cameraman. Phillips later spent an hour with Prime Minister Mackenzie King, who solicitously wrote out caption material for some of the pictures in his own hand.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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OUCH! MY SHIN! But barked shins are all part of the game. And it's an easy matter after the little cut or bruise has been properly treated to stick on a Band-Aid to help protect it. Band-Aid is a ready-

made bandage of gauze and adhesive. Just stick it on... it stays put. Be sure you get the genuine Band-Aid. It's made only by Johnson & Johnson. Look for the Red Cross on the box.



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**NEW UNIVEX MOVIE CAMERA**—gives you simplicity of operation, dependable performance, thrilling life-like results. Uses most economical 69¢ UniveX cine film! New faster f4.5 Lens! Only \$15!

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# *SPEAKING OF PICTURES . . .*

## *. . . THESE ARE FROM MATA HARI'S SCRAPBOOK*

**F**rom the depths of the World War two women rose to immortality. About both, books have been written and movies made. One was Edith Cavell, British nurse shot by the Germans as a spy (LIFE, Sept. 11). The other was Mata Hari, shot by the French as a German spy. Shown here for the first time are snapshots of Mata Hari from her scrapbook, which she passed on to an intimate friend before her execution.

Born by legend in India and reared in a temple, Mata Hari was born in fact Margaretha Geertruida Zelle in Holland in 1876. Her father owned a small hat factory. When Margaretha was 14, her mother died and her education ended shortly afterwards because of a romance with a director of the school. At 17, in answer to a marriage advertisement, she became the wife of Rudolf MacLeod, a middle-aged Dutch army officer. When he left her and turned her out penniless on the streets, she taught herself dancing and took the name of Mata Hari (Javanese for "Eye of the Day").

Her Oriental dances were frankly designed to seduce (*left*). In Paris, in 1905, she danced in flowing veils and a brassiere of chiseled brass. A French War Minister, a Grand Duke and the German Crown Prince were among her intimates. She became the toast of Europe.

During the War, Mata Hari arrived in Paris, posing as a woman of fashion. Actually she was in German pay. In a French effort to trap her, she was allowed to nurse a wounded friend near the front, but the trap failed when she showed no interest in a nearby airdrome. Nevertheless she was ordered out of France. In 1917 she was instructed by German agents to return to Paris where a \$3,500 check awaited her. Arrested there, she admitted receiving the money but as a courtesan, not as a spy. She was never proved guilty of any specific act of espionage.

Condemned to death at sunrise on Oct. 15, 1917, she danced in her prison cell on the eve of her execution. Smiling, she faced the firing squad. True to her vanity, she died wearing gloves and a tailored suit.



**In Paris** she became a famous courtesan who used love philters and amulets to increase her charms.



**In Vienna.** During these early years, she toured European theaters as a dancer.



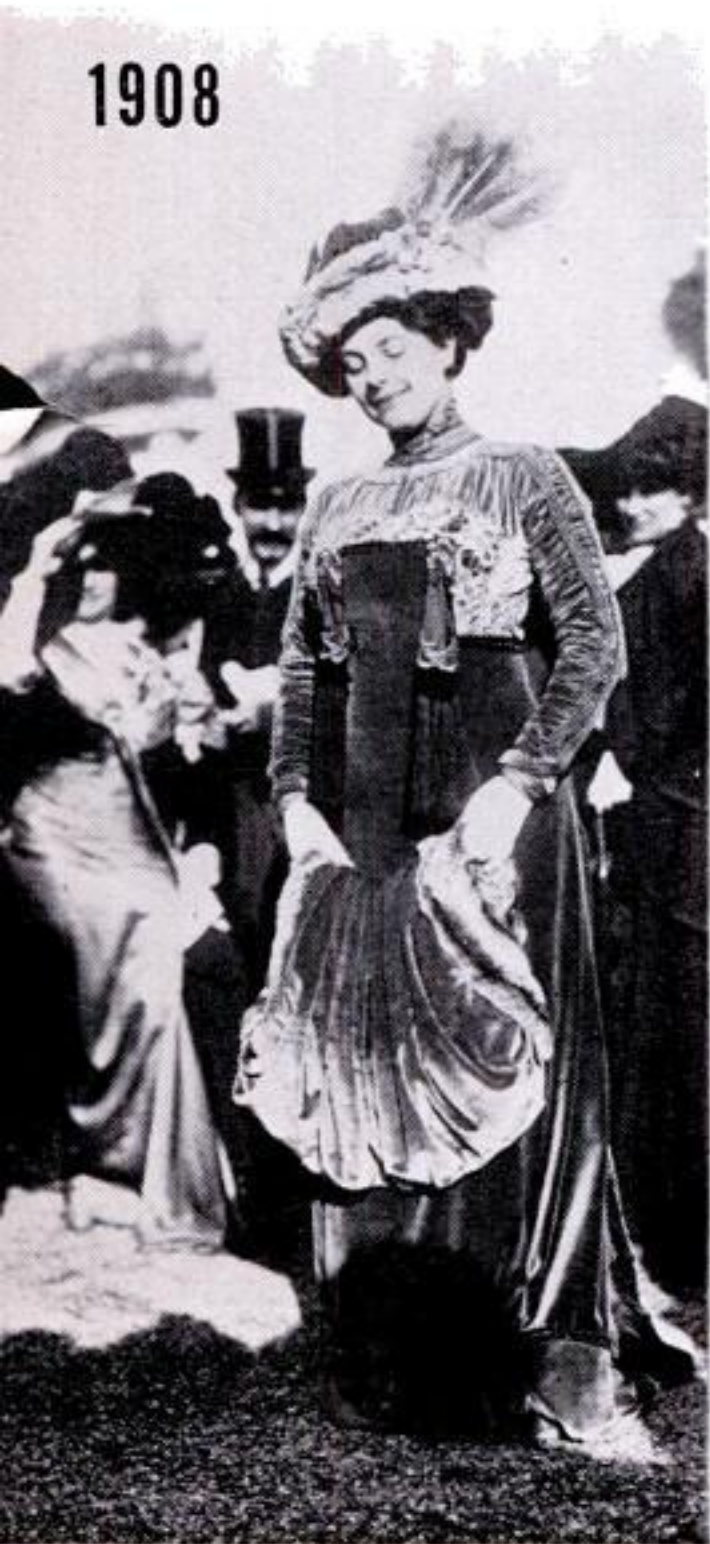


Her "Javanese Temple" dance, picked up from natives during her years in the Dutch East Indies with her husband,

brought her fame. Here she does the dance in her garden in Paris to the strains of her own Oriental orchestra. She

danced at exclusive parties given around Paris by diplomats and noblemen, and later at naughty Folies-Bergère.

1908



At Longchamp racetrack near Paris, she set styles with ultra-fashionable clothes.

1911



At Monte Carlo she posed before the Hotel Métropole, wearing a long white-fox furpiece.

1913



In Palermo, Sicily, her dance in Spanish costume was called "pure art" by raving critics.

1914



In Berlin, where she went for a stage appearance. She had just become German spy.





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BOTTLED

IN FRANCE

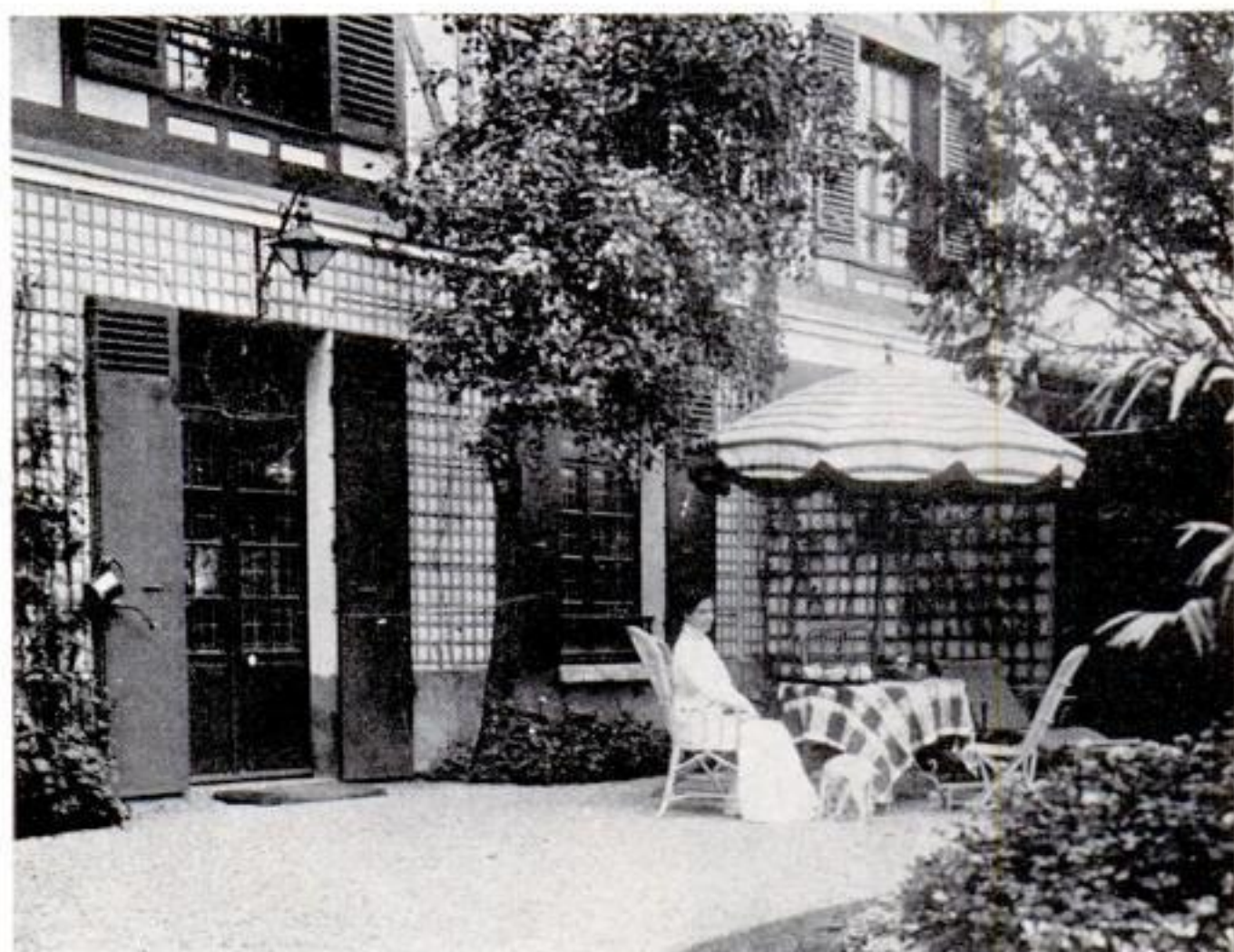
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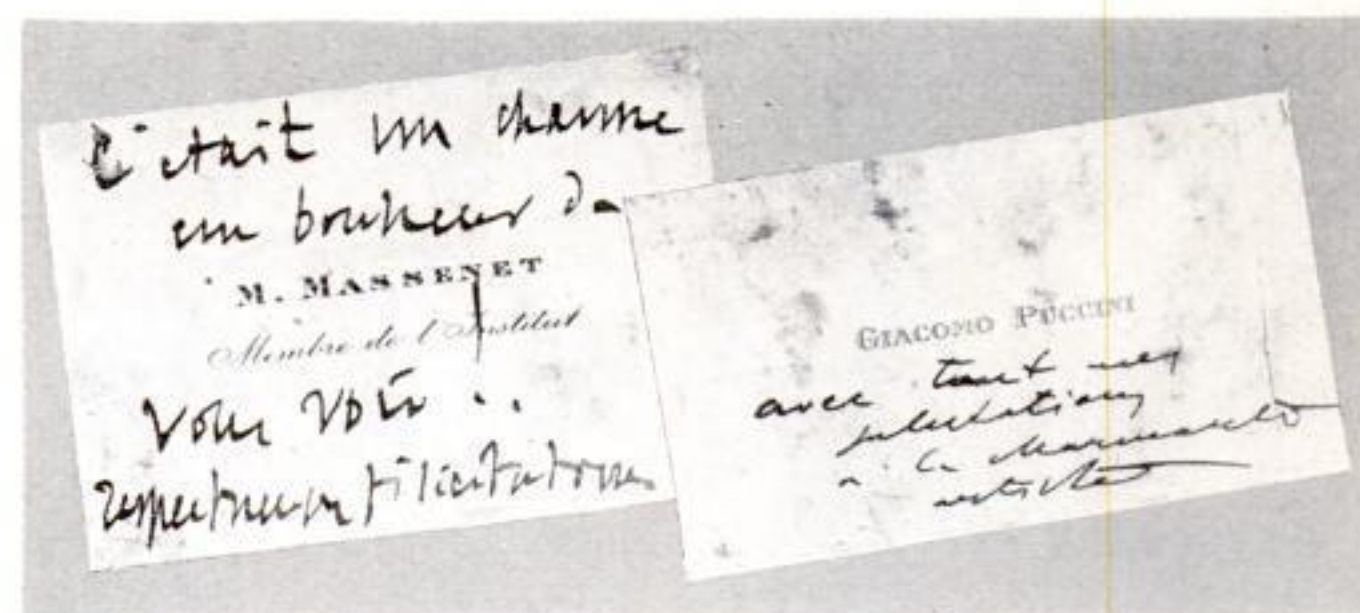


## SPEAKING OF PICTURES

(continued)



Her comfortable home in Neuilly near Paris offered Mata Hari sanctuary from the tragedies of her life. Her son was poisoned by a servant. Her daughter died at 21.



Among the calling cards that she treasured were those of the composers Massenet (left) and Puccini (right). Both sent her their best regards after seeing her dance.



Last picture pasted in Mata Hari's album before her arrest is this 1915 photograph. Although she was putting on weight, she still looked very young for a woman of 39.



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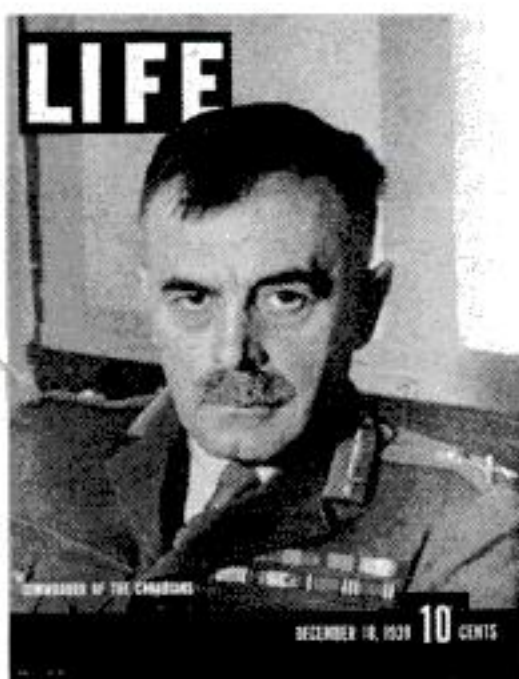
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**LIFE'S COVER.** If & when Canada sends an expeditionary force to fight in Europe, it will be commanded by the Dominion's most distinguished soldier-scientist, Major-General Andrew G. L. McNaughton, 52, inventor of the cathode-ray compass for airplanes. A brilliant gunnery officer during the last War, General McNaughton rose to be chief of Canada's General Staff in 1929. Since 1935 he has been president of the National Research Council, specializing in electrical and aeronautical experiments. For a picture essay on Canada at war, see pages 69-75.

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## BABS' BEST CHRISTMAS - FOR ONCE SHE WASN'T ALL TIRED OUT AND NERVOUS

HELLO, BABS. NOT THROUGH YOUR SHOPPING YET? ONE SHOPPING DAY TIL CHRISTMAS, YOU KNOW!

OH, JOAN, I'M SO TIRED - CHRISTMAS IS REALLY AN AWFUL TIME OF YEAR -

DON'T SAY SUCH A THING - CHRISTMAS IS ALWAYS THRILLING. I KNOW WHAT WILL CHEER YOU UP - WON'T HURT ME EITHER. A NICE CUP OF TEA. OH, WAITRESS -

ALL RIGHT. NOW, LET'S SEE - I'VE GOT THE MUFFLER, THE TIE, THE ICE-SKATES, THE NUT-DISH FOR AUNT HALLIE, THE TREE ORNAMENTS

HONESTLY, JOAN, THIS TEA IS SIMPLY SWELL - SO DELICIOUS, AND I FEEL BETTER ALREADY. SHALL WE HAVE ANOTHER CUP?

LET'S DO - TEA PEPS A PERSON UP, YOU KNOW, IN A JIFFY. THE WAY I MAKE IT AT HOME IS THIS...

XMAS MORNING

MERRY CHRISTMAS!

WHAT A BEE-U-TIFUL TREE!

YUM-YUM! WHAT A GOOD DINNER - AND WHAT DELICIOUS TEA, DEAR. IT MAKES ME FEEL AS FRISKY AS SONNY HERE

JOAN TOLD ME HOW TO MAKE TEA RIGHT. HERE'S YOUR SECOND CUP, DEAR. WE'RE HAVING TEA AGAIN TOMORROW, AND EVERY DAY!

MUMMY, CAN WE HAVE CHRISTMAS AGAIN TOMORROW?

**SIX GOOD TIMES TO ENJOY TEA**

**BREAKFAST** - TEA GIVES YOU A QUICK PICK-UP - AND IT'S SO EASY TO DIGEST.

**AT 11 A.M.** - TEA HELPS YOU TO WORK BETTER, THINK FASTER.

**LUNCHEON** - FOR A GOOD AFTER-NOON'S WORK, LET TEA PEP YOU UP.

**AT 4 P.M.** - SO REFRESHING - TEA CHASES AWAY 4 O'CLOCK FATIGUE.

**DINNER** - TEA TASTES SWELL, AND MAKES FOOD TASTE BETTER.

**EVENING** - ENJOY TEA FREELY - TEA LETS YOU SLEEP.

## IT'S AS EASY AS A-B-C TO GET A REALLY GOOD CUP OF TEA

- A** - ALWAYS USE BUBBLING BOILING WATER AND POUR IT ON THE TEA.
- B** - USE 1 TEASPOONFUL PER CUP PLUS ONE FOR THE POT.
- C** - STEEP TO ANY STRENGTH YOU PREFER. (MOST PEOPLE WHO USE CREAM OR MILK CHOOSE A 5-MINUTE BREW.)



ERNA ANDERSEN, FIGURE-SKATER

FIGURE-SKATING BURNS UP ENERGY, BUT TEA PEPS ME UP. IT'S EASY TO DIGEST - NEVER MAKES ME FEEL NERVOUS OR WAKEFUL AT NIGHT. I LOVE THE DELICIOUS FLAVOR OF GOOD TEA, AND TEA ISN'T FATTENING EITHER

### GOOD TEA COMES FROM



THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.

DELICIOUS, VITALIZING - ECONOMICAL TOO - COSTS LESS THAN 1/2 CENT A CUP

SAYS MR. T. POTT



# Beauty that is backed

# VALUE

**Q**UITE naturally the first appeal of General Motors superb new cars of 1940 is to the eye.

Larger, abler, handsomer, they sparkle with improvements plain to see — smarter styling, more room, richer appointments, greater luxury of finish.

The next appeal is to judgment, because all these desirable features are reinforced by elements of solid value developed by one of the leading technical groups of the world of today.

Among such developments are the Unisteel Turret Top Body by Fisher, with Safety Plate Glass in all window openings, Knee-Action, more convenient controls, improved hydraulic brakes, smoother and more efficient engines.

Impressive as these betterments are, there are yet other elements of value not visible which are equally important.

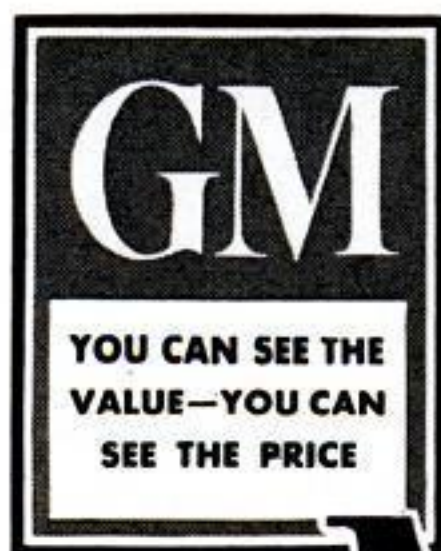
Proceeding from the accumulated engineering knowledge of General Motors, these are

expressed in the kind and quality of metals used, in the precision with which parts are fitted, in the very designs upon which operating utility is based.

One of the latest advances from this source is a special and entirely new model, available in several lines — the ultra, in both styling and appointments.

Go see the new General Motors cars of 1940 — and look also at their prices, since *price is necessarily a component of value, in anything and everything you buy.*

You will find every detail of the price clearly shown on "plain-view" price tags on the steering wheel — price tags that emphasize the outstanding *value* in General Motors cars.



# GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC



by

# U E



## YOU CAN SEE THE VALUE... AND YOU CAN SEE THE PRICE



Look at the 1940 cars offered by General Motors dealers and you will find in every detail of engineering and appointment plain evidence of their outstanding *value*.

Look at the "plainview" price tag on each car and you will likewise find every detail of the delivered price plainly shown.

It lists "PRICE OF CAR" which means the price the dealer charges you for the car itself including reimbursement for Federal Tax and his conditioning charge — "TRANSPORTATION CHARGE" which means a charge for transportation from

the factory to you, based on rail rates — "OPTIONAL EQUIPMENT AND ACCESSORIES" which means the dealer's charge for any extra equipment or accessories that you may elect to buy.

Value is always relative, in anything you buy. It necessarily involves the price you pay and what it includes.

So examine the new General Motors cars. Then study the price tags. In this way you can see for yourself what your money buys and the abundant measure of *value* in General Motors cars.



# FESTIVE CHRISTMAS FIXIN'S



**THE SEASON'S EATINGS!** Santa Claus knows a thing or two! See how he's filled his basket with festive Christmas fixin's—the real *home-tasting* kind. *Somebody* is going to have a dandy dinner! There's rich

tomato juice, delectable soup, colorful fruit jelly, Christmas-y pudding and mincemeat just as good as Grandmother's! They're made, of course, by the celebrated House of Heinz!



**LILY GILDING**—that's what you might call presenting attractive soup dishes to a hostess who serves Heinz Home-style Soups! For these delicious soups need no exotic setting to be appreciated. The color, the aroma, the taste—ah! the *taste*—make all 23 kinds sensational!



**BLAZE OF GLORY.** When father touches a match to the plum pudding and the blue flame bursts forth, it's nearly the climax of the Christmas dinner. Nearly. The *climax* is the delicate flavor of the pudding itself—the real old-time English savor Heinz cooks have so admirably captured! Your whole family will agree on that!



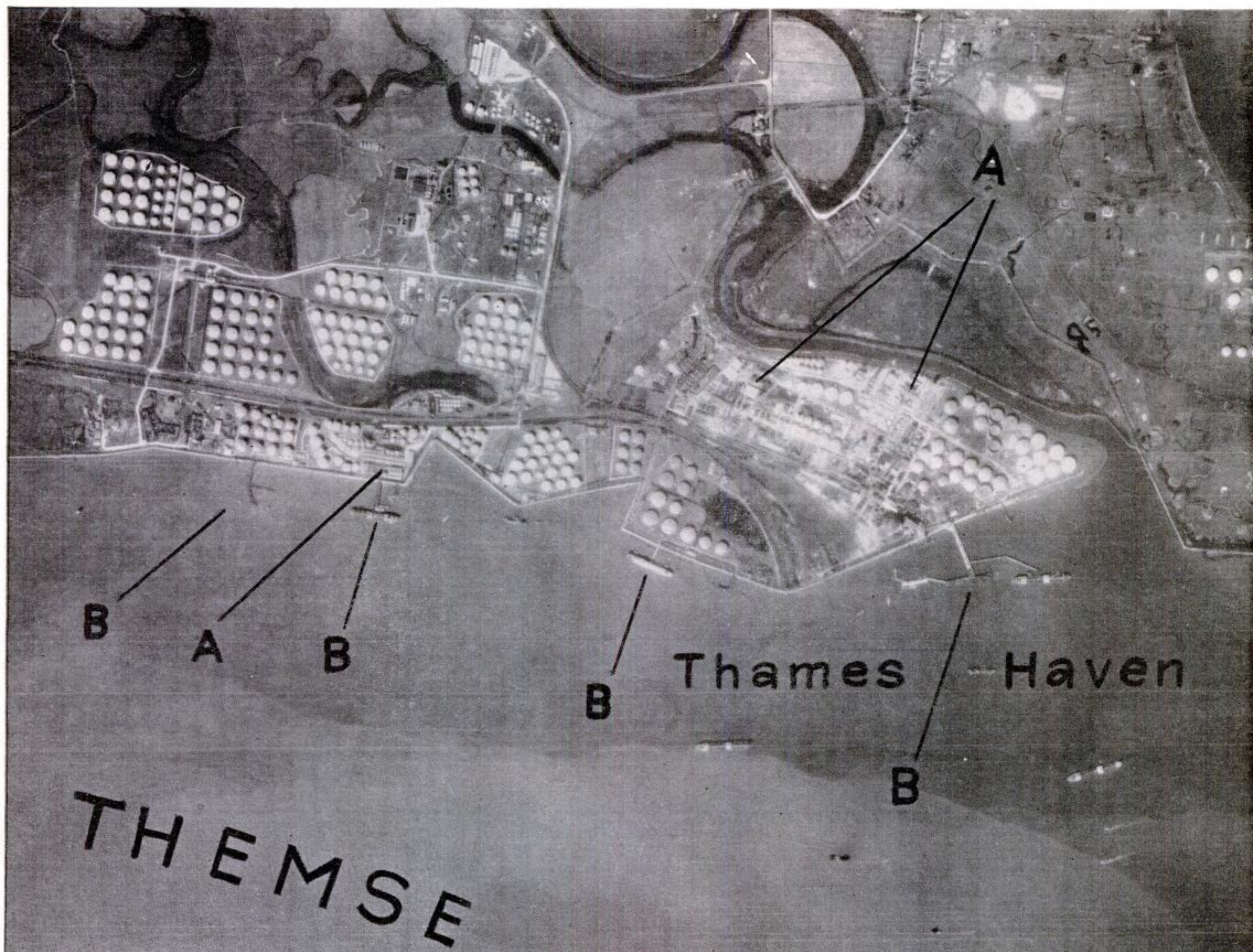
**JUNIOR MINCES** no words! He wants another cut of mince pie—and so does everyone else! Such crust! Light, flaky, tender—your best. Yes, and such mincemeat! It's Heinz!

**57**

● Let Heinz cooks fix the trimmings for your holiday feast. Save your own efforts for the plump fowl, or the tender suckling pig! Preface your feast with a chilly glass of Heinz Tomato Juice. Then a steaming tureen of Heinz Cream of Mushroom Soup—made the *home* way with the finest little white mushrooms, sautéed in table butter, and generously blessed with thicker-than-whipping cream! Garnish your table with Heinz Pure Jellies—Grape, Crab Apple or Currant—and with jade-green slices of Heinz Fresh Cucumber Pickle. Finally, for dessert, serve pie made with Heinz Mincemeat, or a delicious Heinz Plum or Fig Pudding. You'll have 57 Varieties of Merry Christmas!







The great oil depot of Thames Haven, located 25 miles down the Thames from London, so that an oil fire explosion

would not destroy that city's docks and warehouses, has a capacity of more than a million tons. According to the Ger-

man Air Command's labels, "A" signifies refineries and "B" tankers unloading at docks adjoining circular storage tanks.

## GERMAN AERIAL CAMERAS SPY OUT THE MILITARY SECRETS OF BRITAIN

No military expert has doubted that both the Germans and the Allies have thoroughly photographed one another from the air since the war began. Last week, to the astonishment of these same military experts, Germany released to the American press amazing air views of wartime Britain, taken by Nazi military photographers and shown on this and the following pages. They are the final proof, if proof were needed, that Germany is fighting a propaganda war as seriously as it is a war on the seas. They show that the German High Command now has excellent photographs of most military and industrial nerve centers in Britain for use if and when the Nazis decide to open a ruthless bombing campaign.

Obviously, however, the British High Command has equally fine aerial photographs of most of Germany's nerve centers, which it has not yet seen fit to release to the press.

Getting a single reconnaissance plane over one of

the enemy's key points is no great trick. And nearly all the pictures shown on these pages were taken at heights well over three miles, indicating that the Germans have a healthy respect for the British anti-aircraft batteries now studding these positions. It is notable that in no picture is the smoke puff of an anti-aircraft gun visible, for the British were shrewd enough not to give away their gun positions to scare off these photographers.

For this work the Germans have so far in the war used mainly Heinkel He. 111K's, Dornier Do. 17's and 215's; the British, Fairey Battles and Bristol Blenheims; the French, Amiot 143's, Potez 63's and American 300-m.p.h. Martin 167's.

Prolonged study of the originals of these pictures through a stereoscope would begin to reveal suspicious signs of camouflage concealing anti-aircraft gun batteries. For example, a wide road that leads nowhere but suddenly narrows to a path indicates that

there is probably a busy battery where the road narrows. What is apparently a cottage roof, well and horse-trough may conceal gun, director and height-finder. Fake hedges are indicated on a flying field by painting the ground or planting grass of a contrasting color.

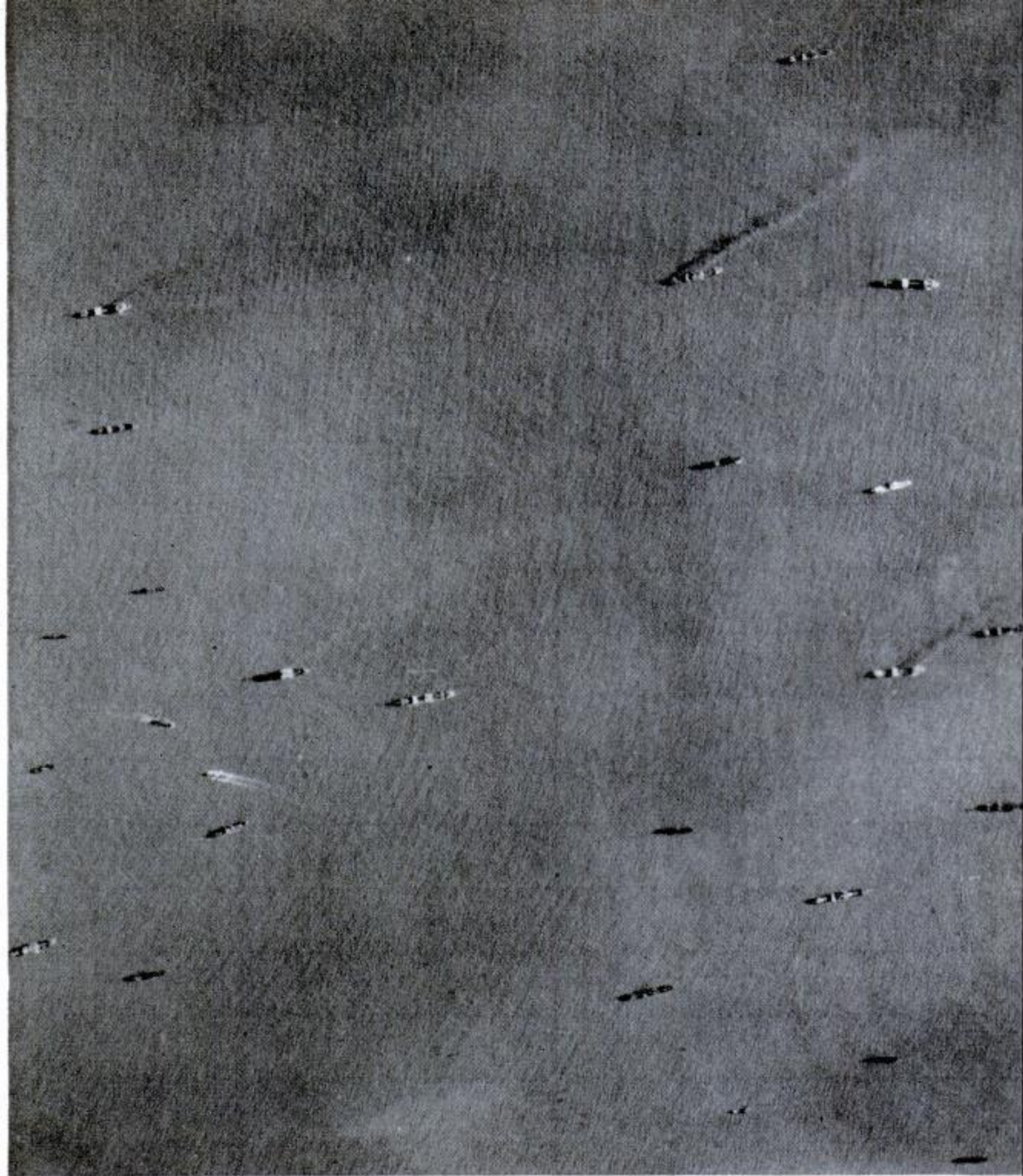
Perhaps the most vulnerable spot in England is the scene shown above—the great oil depot down the Thames from London. This is almost impossible to camouflage and the area must be sown thick with anti-aircraft. Even before the war, this was a prohibited area for planes. Here are stored above and below ground vast reserves of oil to supply Britain's armed forces and industry, should Germany succeed in cutting the British shipping lanes. In case of a mass air attack on Britain, the German bombers would streak for this spot. Lettering on all these pictures was put on by the Germans. The word "Themse" on the picture above is German for the Thames River.



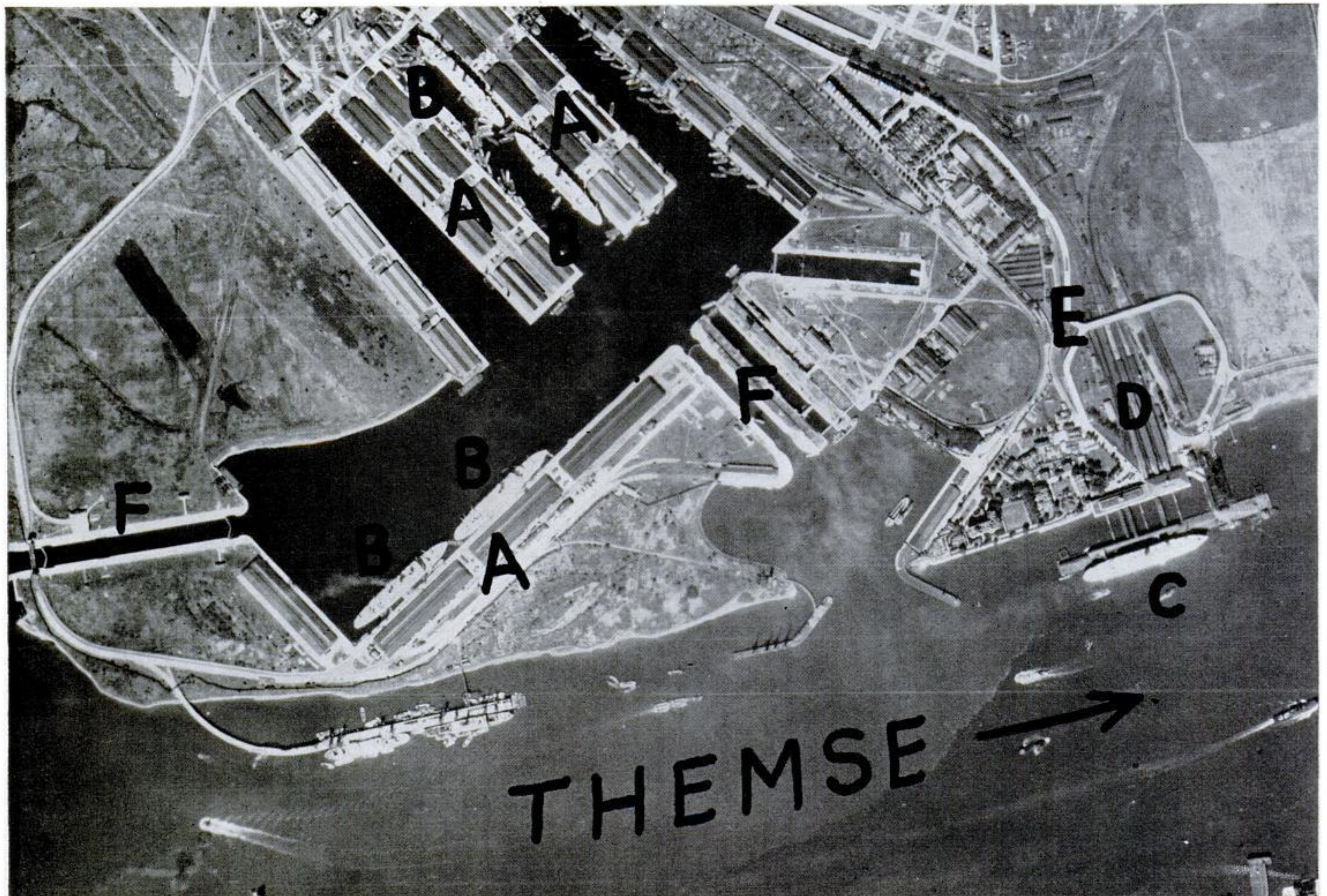
# ENGLISH PORTS AND ROADSTEADS ARE FIRST OBJECTIVE OF GERMAN PLANES

Germany might win a war some day against Britain if ever it could keep the world's ships from unloading their cargoes at British ports. It has not yet tried doing it by bombing Britain's docks and roadsteads, oil-storage tanks, warehouses, shipyards, port railway terminals and all the maritime machinery of a great industrial island. This terrible ace up Adolf Hitler's sleeve constitutes, simply, the most wasteful and ruinous blow at the whole complex of modern civilization that can be imagined. Hitler may never use it, because: 1) Britain has had three months to prepare its anti-aircraft defenses; 2) German bombers over England would bring English bombers over Germany; and 3) after this war is over, the pieces that are left may be obliged to put themselves together and stand up to Soviet Russia.

Laymen may ask why maps of Britain are not good enough for Nazi bombing planes, since nearly all these areas are clearly shown on available maps. But, as these pictures show, objectives have a way of looking very different from the air. Landmarks that are not noticeable on ordinary maps stand out vividly on aerial photographs and the unimportant, seen actually from the air, may totally obscure the important. Often one gets such odd effects as in Dover's inner basin (*opposite page*) where, of the two inner docks, one shows up with black water, the other with nearly white water, as does the dockyard basin at extreme right. It might mean that the white ones were covered with scum or were being dredged and so were chalky.



THE ROADSTEAD OF THE DOWNS BETWEEN DEAL AND GOODWIN SANDS, WHERE BRITAIN



Tilbury Docks are 20 miles down the tidal Thames from London. According to German aviator's labels, the A's

are warehouses and the B's freighters in basin protected from tide by locks F. C is passenger jetty connecting with

railroad station D and auto road E. German bomber would try to sink ships between upper docks, thus jamming traffic.





GATHERS WORLD'S SHIPS FOR CONTRABAND CONTROL AND CONVOY. SOME HAVE STEAM UP; ALL HEAD INTO THE WIND. A GREAT SANDBANK MAKES THIS ROADSTEAD



**Dover**, once called "The Key of England" and the base of the Navy's Dover Patrol, looks like this to German aviators

flying at 20,000 ft. A is channel steamer dock. B, C and D are breakwater, mole and entrances. E's are coastal batter-

ies and F's are old forts. G is the old castle where cameras were prohibited even in peacetime. Biggest ship is cruiser.



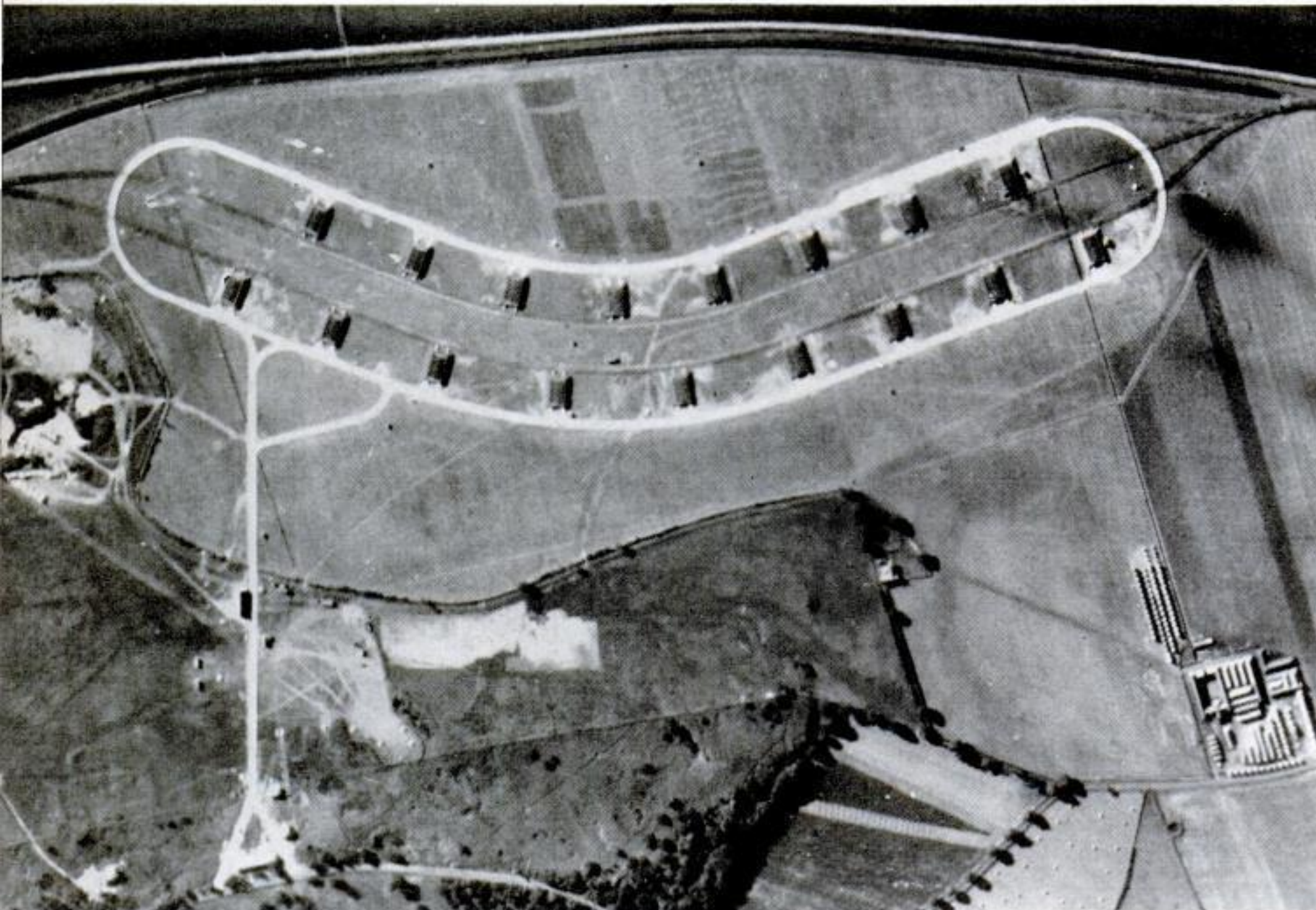
## GERMAN AVIATORS PHOTOGRAPH BRITAIN'S MILITARY FORCES

Even the British military bases on this page did not let go with their anti-aircraft when the lone German reconnaissance plane appeared overhead. The Seaforth Highlanders in their barracks (below) did not stir. Not a flicker appeared around the "ammunition sheds" (left, center). Only when the actual bomber shown directly at left dove through the clouds on a British warship, did the British ship skitter like a water beetle to avoid the bombs. The Germans claim that this ship is the *Hood*, world's largest warship, and that a moment later they hit her with a bomb. This claim is probably groundless. By American bombing standards, brought to a high degree of perfection in part by the U. S. Navy's secret bomb-sight, the bombing of all the European belligerents is far below par.

A scene such as that on the opposite page, of Liverpool and Birkenhead, tells quite a different story. A bomb load dropped anywhere here could not fail to do appalling damage to man and property. The people of Finland and China and Ethiopia can carry on life hiding under their forests. But the civilized peoples of the great powers depend for their very lives on the scene that makes such a pretty diagram far below and is packed with human services. Though the war in the west has so far turned out to be one of the most innocuous in history, it still has the power to turn into the most terrible.

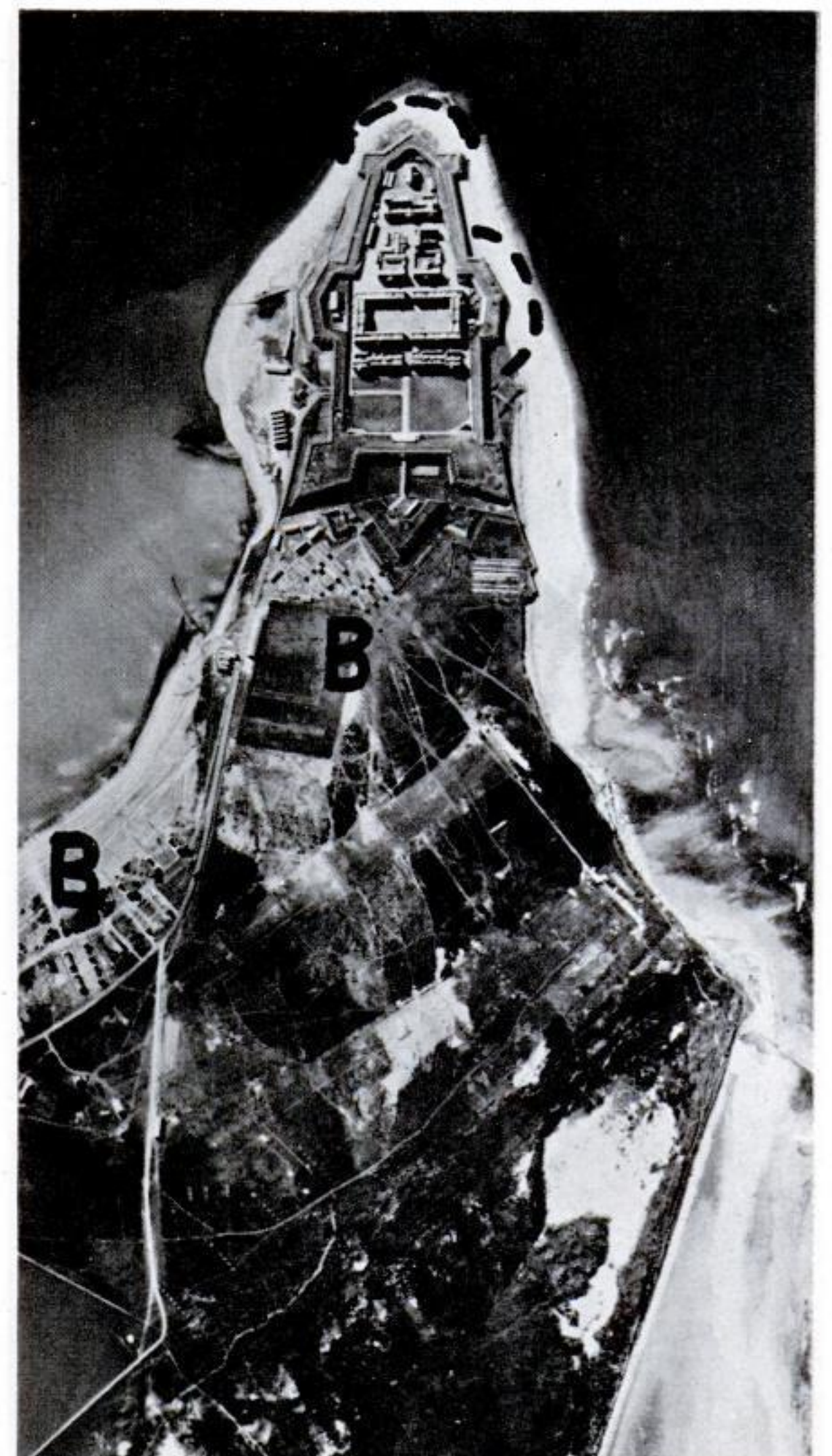
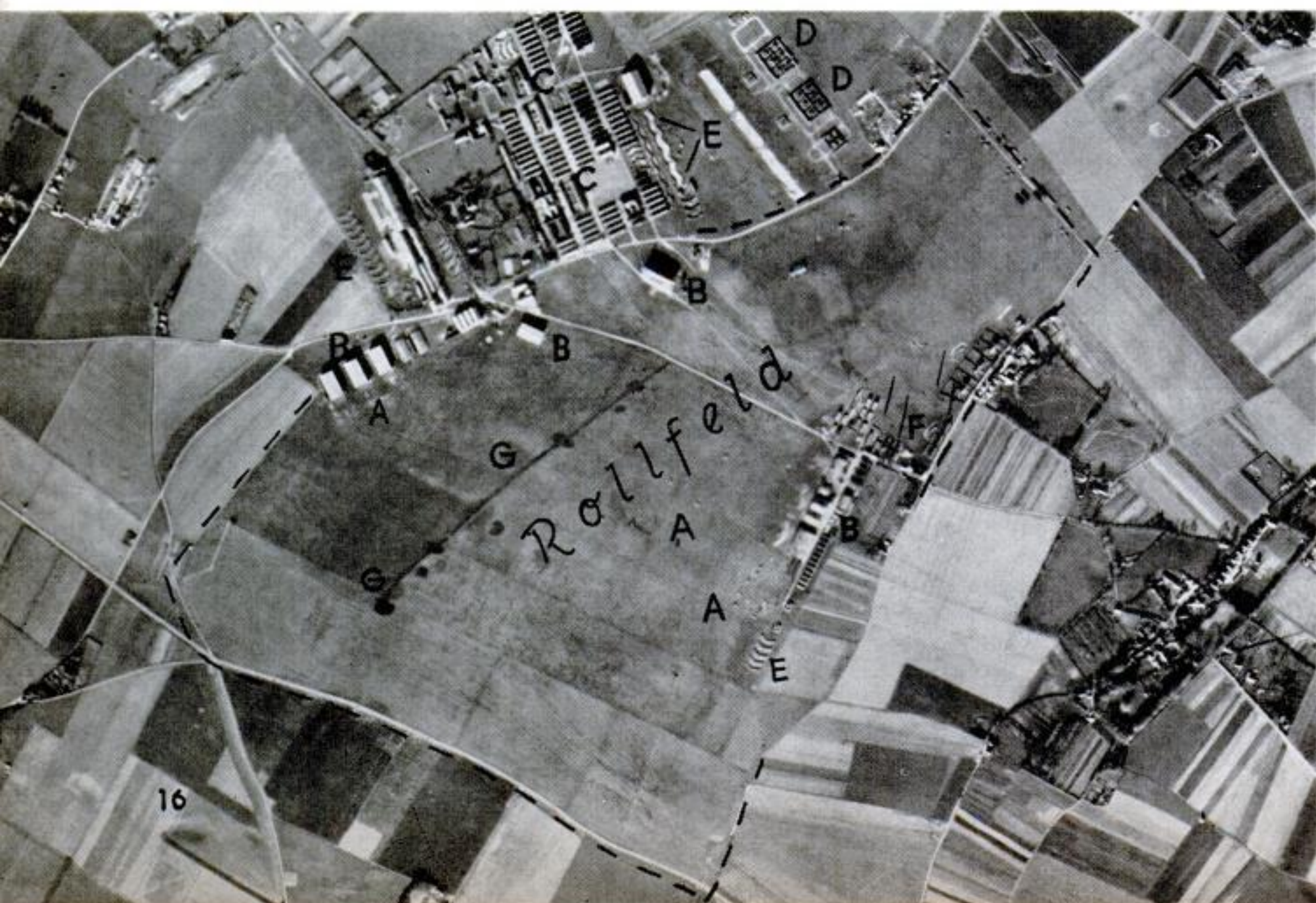
Britain's battle cruiser "*Hood*" is what the Germans thought they saw making the curving wake at the top of the picture above. They claimed a bomb hit her a minute later. But the ship is dodging so nimbly

that it is more probably a much smaller ship. Below: German photographer over the Firth of Forth claims to have spotted 17 separated naval-ammunition sheds with white roads and gray railway spur.



Manston Airport north of Dover is the base of No. 3 Technical Training School, was the base before the war of Bomber Squadron 500. German lettering identifies (A) planes scattered over the field to avoid

bombing, (B) hangars, (C) technical shops, (D) munitions dump, (E) anti-aircraft guns (only trenches), (F) radio station, and (G) camouflage, probably a fake hedge across the landing field ("Rollfeld").



Protecting Moray Firth and Inverness is this headland with a garrison of Seaforth Highlanders at Fort George. A marks guns, B the barracks.





German airview of Liverpool, England's No. 2 port, shows some of Liverpool's seven miles of docks along the Mersey.

Upper B is Prince's Dock for transatlantic ships and above that a cluster of heavy-shadowed 17-story skyscrapers. This

vast nerve center is jammed with railway sheds and 850,000 people. The dotted line is the Mersey vehicular tunnel.



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Fighting Finland stirs an admiring world by holding back Russia in war of cold and dark

To Americans who have been bemused by the many differences between the current war and the last one, it began to seem like old (1914-15) times again last week. The American press was crying outrage at the attack on a brave little country by a brutal big one,



HOOVER

Meantime on Dec. 6 Ambassador to Britain Joseph P. Kennedy, arriving by clipper for a Christmas vacation and to give the President reports "too confidential for the cables," succinctly described the British view of Americans' present attitude toward Germany. Said he: "It's like a fellow sticking out his tongue at a man but not being ready to punch him in the jaw."

**Finland's Fight.** The spectacle of the freemen of little Finland outfighting the slave hordes of totalitarian Russia last week raised the hearts of the free peoples the world over. The long-forgotten fact that a freeman is worth a squad of serfs became news once more. Under Field Marshal Baron Mannerheim, less than 100,000 Finns were standing off superior odds among the granite boulders, rivers and lakes of the Mannerheim Line in the south. The overconfident Russians fell before the Finns by thousands, their tanks and their planes by scores. Incredibly, the Finns counterattacked in the east. And their planes, rising from forest-hidden airdromes, reportedly bombed troop concentrations in the far north and dropped leaflets on Leningrad. "What cads!" a writer in the official newspaper *Pravda* wrote, "Masters of foul play! . . . Base and tricky cunning." What had disgusted him was the Finns' use of land mines. Meanwhile the Russians tentatively tried a little gas north of Lake Ladoga.

The Finnish Cabinet asked the Russians for peace negotiations but the Russians were recognizing only a puppet Government of Finland behind the Russian lines. Russian Foreign Commissar Molotov rejected the peace appeal and declared "insulting"



MANNERHEIM

the Finns' appeal to the League of Nations. Fact it was that the Russians were genuinely disappointed that a Finnish proletariat had not risen to overthrow the "bourgeois" government. Misinformed by Karl Marx, they believe it impossible that about 80% of the Finns are glad to be what Marx would have called "bourgeois."

But apart from the moral sword in the hand of Finland, what was happening in Finland constitutes one of the most remarkable military campaigns in modern times. In the south the temperature is already below freezing; north of Lake Ladoga it is below zero; and in the far north it is 15° to 30° below. In such weather, the circulation slows down, vision

is blurred, feet and hands lose feeling. But a rifle barrel or any other steel burns the bare flesh like a poker. The oil in engines moves sluggishly, so that motor equipment is hard to start and stalls easily. The sun is up at 10 and down before 2:30. It is pitch dark soon after three. Through the long night the Finnish transport, all working normally again last week, moves troops, trains filled with sleds and skis, machine guns, field guns, over the internal railway system of Finland. And now the snow falls, night and day, over Finns and Russians alike, a foot deep in the south, two yards deep in the north. All this presents a terrific military problem to Russia.

In the long run, Russia can push in, mile by mile, to the railways and so to the coast, bottle the Finns in the lake region and the towns between Helsinki and Viipuri. But the long run may be too long. Anything may now happen in Europe. The world is prone to help a man who doesn't know when he is beaten. And last week Finland had the passionate support of the U. S., Britain, France, Belgium, The Netherlands, Switzerland, Scandinavia, all the Balkans, all South and Central America, not to mention Italy, Hungary and Spain.

**England.** On and under the seas, German mines and submarines took a heavy toll of British and neutral shipping. Prime Minister Chamberlain, fighting the war with a painfully gouty left foot in a galosh (see picture), called a secret session of Parliament for this week to hear the Opposition's criticisms of the war progress. And U. S. Ambassador Kennedy reported in Washington that more Britons have been killed in traffic accidents in the nightly blackouts—over 3,000 in the first three months—than have died in war on land, sea and air combined. Thus far not a single British land casualty has been reported from the western front.



CHAMBERLAIN'S FEET

**Stop the Yankees.** The attempt to weaken the all-powerful New York Yankees, who have won the last four World Series, precipitated the bitterest baseball feud in decades when big-league magnates met in Cincinnati. Because the Yanks have built up a fine chain of minor-league "farm" teams on which they develop star rookies (*LIFE*, Oct. 9), the American League voted to curb big-league control of minor-league players. The National League lined up solidly against the curb. The resulting tie vote was broken by baseball Czar Landis, who voted for the curb. The American League put over another "Stop-the-Yankees" coup by ruling that a pennant-winning team cannot trade or buy players from other teams in the league. This was an out-and-out move to keep the Yankees from making themselves even stronger than they are now.

**America's Future.** Seasoned politicians are still inclined to regard ambitious young Thomas E. Dewey as "a sure bet—for Vice President." But whether or not the great gang-buster is their candidate, if the Republicans win the Presidency in 1940 it will probably be on the issue which Mr. Dewey presented simply and brilliantly at Minneapolis on Dec. 6 in

the first speech of his campaign for the nomination. Said he:

"First of all, we must make up our minds whether we believe in the continued growth of this country or whether we believe we have reached our economic limit. . . .

"Here in our own America we have the manpower, the wealth, the natural resources, the genius to invent and create. We have the industrial skill to release that ever-flowing stream of new inventions and greater productivity wherein lies the future of our own America. . . .

Here is the final answer to the defeatism of the New Deal. All history proves it is wrong. Our own eyes and our own brains tell us it is wrong. And because its basic theory is wrong, it has done only half its job. It is a duty of national government to perform its social obligations. I believe this Administration has sincerely attempted to fulfill those obligations. But that is only half the job. The other half is to maintain, to encourage the economic system which supports the Government and makes performance of social obligations possible."



DEWEY

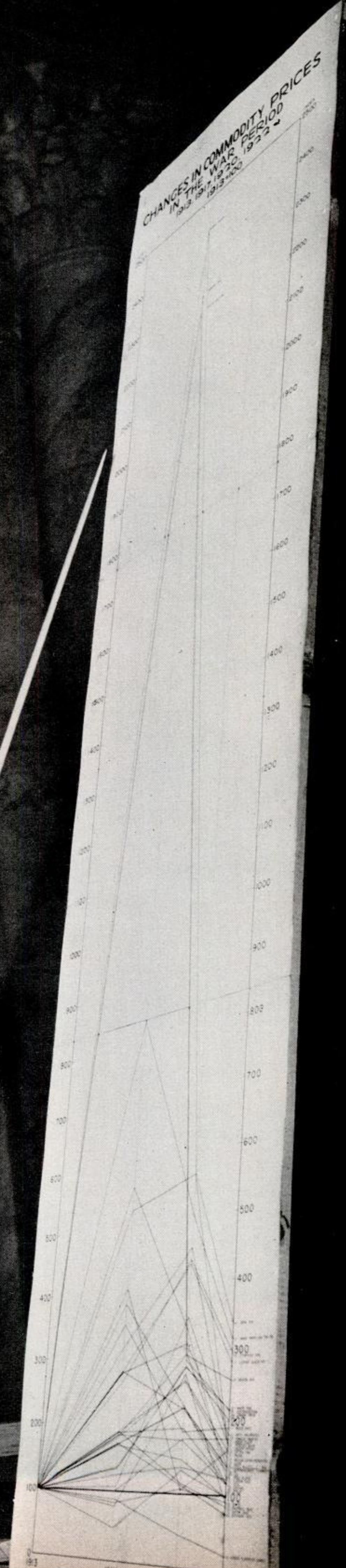
### PICTURE OF THE WEEK

Since war began on Sept. 1, the group price level of 30 basic commodities in America has risen nearly 20%. With normal sources of supply cut off, prices of many drugs and medicines have doubled. So has the price of burlap, partly because of demand for its use in sandbags. Zinc, used in producing galvanized steel, has gone up 40%. Grains and wool have risen sharply. Wheat and cotton prices are touching two-year highs.

To the Government's Temporary National Economic ("Monopoly") Committee, these facts were reported by Dr. Isador Lubin, U. S. Commissioner of Labor Statistics. In the picture on the opposite page, Dr. Lubin is showing the Committee how prices shot up during the last War, when the general level of commodity prices rose 240% from 1913 to 1916 and produced the famous H.C.L. (high cost of living) of War days. Dr. Lubin needed a 10-ft. chart to show the rise of certain chemicals whose prices increased over 2,000%. Solemnly he recalled how high prices lured businessmen to expand their plants, farmers to buy more land. Then War ended, prices collapsed, and businessmen and farmers were left heavily in debt with unneeded plant and land on their hands. Result: depression. America, Dr. Lubin pointed out, is not in such danger of over-expansion now because its industrial and farm plant is already much larger than it was in 1914. But if the war goes on, he warned, and especially if the belligerents begin blowing up their own and each other's goods in earnest, the tendency to soaring prices and expansion will doubtless occur again.

The Administration is now trying to forestall profiteering price rises by means of such public warnings as Dr. Lubin's. But if businessmen raise prices unwarrantably anyway, Trust-Buster Thurman Arnold is primed to turn his anti-trust hounds loose on them, and many Congressmen are still muttering about profiteering taxes.





Warning that history may repeat, Isador Lubin uses 10-ft. chart to show Monopoly Committee how prices soared during last War





## SWEDES DIG FAST WHILE ORPHEUS SINGS IN HELL

The threat of war rolled last week over one of the most charming spots in the world, the Concert Hall square in Sweden's Stockholm where stands the superb bronze fountain by the Swedish-American sculptor, Carl Milles. Milles showed Orpheus standing in hell on the three-headed dog Cerberus, trying to waken his beloved Eurydice by playing on his lyre, while the dead beneath him harken briefly to his music.

Last week the Swedes, threatened by both Soviet Russia and Germany, began to hear another kind of infernal music. They called up 40,000 more conscripts, mined the northern coast, swept aside the lovely flower market in the Concert Hall square and with blasters, steam shovels and trucks are digging a great bomb shelter in front of Orpheus (*above*). If no war comes, it will be used as an underground garage.





SPANISH FASCISTS, IN JOSÉ ANTONIO PRIMO DE RIVERA'S LONG FUNERAL MARCH, DIP THEIR FLAGS BEFORE A GREAT CROSS RAISED ON ROAD TOWARD MADRID

José Antonio Primo de Rivera, son of Spain's dictator under the monarchy, was a wild young man who greatly disliked the "rabble." When the Spanish Civil War broke out, his Fascist Phalanx was the lunatic fringe of the Rebels. José Antonio was caught by the Loyalists and executed on Nov. 20, 1936, at the age of 33. His followers refused to believe that he was dead and referred to him as *El Ausente*

("The Absent One"). As the war went on and the Left swung farther Left and the Right swung farther Right, the legend of *El Ausente* grew to heroic proportions—the John Brown of the Franco forces.

On Nov. 20, the third anniversary of his death, his faithful Phalanx dug up his body at Alicante, ceremoniously carried it on their shoulders the 284 miles to El Escorial and buried it beside Spanish kings.

## SPANISH FASCISTS REBURY THEIR MARTYR WITH KINGS

JOSÉ ANTONIO'S BODY, DRAPED WITH HIS PHALANX'S INSIGNIA OF SHEAF OF ARROWS, IS CARRIED BY BLUE-SHIRTED, TORCH-BEARING MEMBERS OF "FALANGE ESPAÑOLA"







In a surplus commodity store, a Cleveland mother and child head for the apple counter. In her basket are oats, flour. Together with 12,000 other mothers, her relief has been cut one-third.



The Manza family used to get \$23.52 in food certificates fortnightly, \$17.50 monthly rent credit, no cash. Now their fortnightly food credit has been cut to \$17.02. Manza owned a restaurant,



Rolled oats are packaged for reliefs. U. S. Government is sending Cleveland ten to twelve carloads of food each day. Of these, most are apples, oats, flour; others corn meal, butter.

## 60,000 CLEVELANDERS EAT SHORT



GOVERNOR BRICKER

No U. S. news brings greater joy to editors in Berlin, Moscow and Rome than the recurring story of Americans "starving" in a land of plenty while democratic machinery creaks and groans. This week and for several weeks previously, serial installments of such a story issued from Ohio, where 60,000 people ate short rations because of a peculiarly American conflict between State and municipal spheres of authority, and of the personal ambitions of a strong-willed governor.

Ohio is one of five States that are clear of debt. Its 1939 surplus has been estimated at \$5,000,000. Its principal city, Cleveland, is currently enjoying a handsome business boom (steel production 68.4% over a year ago, building permits up 163.1%, new car registrations up 70.6%, sales-tax receipts up 16.3%). Yet since Thanksgiving, Cleveland has been plagued by one of the ugliest home-relief crises that ever troubled the U. S. public conscience.

On Nov. 28, lack of funds compelled Mayor Harold H. Burton to drop 12,000 single persons and childless couples from Cleveland's home-relief rolls. At the same time another 12,000 families with children had their food allowance cut one-third. While Clevelanders held their breath for fear of hunger riots and city officials clamored for additional State funds, relievers kept alive on a few staples shipped in by the Federal Surplus Commodities Corporation.

On Dec. 8 the Cleveland crisis reached national proportions when President





lost it in 1930, has been idle since. His wife has borne him eight children, the eldest 10. Another is on the way. They have been evicted 18 times in the last six years. Note fire-charred ceiling.



Waiting in line in a food depot, relievers can expect only flour and apples, as indicated in sign on wall. Without surplus foods, 12,000 single persons, childless couples might have starved.

## RATIONS AS OHIO RELIEF FUNDS FAIL

Roosevelt rebuked Ohio—and indirectly Governor John W. Bricker—for ducking responsibilities, and compared Ohio's October relief expenditure of \$16.65 per capita with Pennsylvania's \$27. Angrily Gov. Bricker struck back. He accused the President of playing politics, attacked the WPA administration in his State and declared: "The relief situation in Ohio has already been solved."

Actually it was far from solved. Ever since 1935 when Washington handed home relief back to the States, Ohio has met its problem with a series of stop-gap enactments, running from a few weeks to six months. State restrictions on municipal tax and borrowing powers make Ohio's cities largely dependent on the legislature for funds. And Ohio's rural-dominated legislature has refused to worry seriously about city problems. The current crisis was really precipitated last June when legislators appropriated \$2,000,000 less than welfare authorities deemed necessary. Toledo's relief machine staggered to a halt two months ago. On Dec. 1, Cleveland had only \$100,000 to run out the year, needed a minimum of \$1,000,000 to handle even curtailed rolls.

Despite pleas from Clevelanders of all classes, Gov. Bricker steadfastly refused to call a special legislative session. A dark-horse Republican candidate for the White House, he was accused of evaluating his State surplus more highly than human lives. His "solution" was sanction given Cleveland by the State Board of Tax Appeals to issue \$1,200,000 in tax-delinquent bonds. Of this sum \$700,000 will be gobbled up by rents and food certificates in arrears. The remainder will carry Cleveland's slashed relief rolls, skimpily into 1940 and a new crisis.

On Dec. 9, Governor Bricker told reporters: "Everything is all right in Ohio."



Apples are inspected by a Surplus Commodities Corporation agent (left) and Frank Jones, Cleveland's Relief Commissioner. A whopping big 1939 apple crop saved many Cleveland lives.



# COMMUNIST POPULARITY HITS RECORD LOW IN NEW INCIDENTS ON WEST COAST

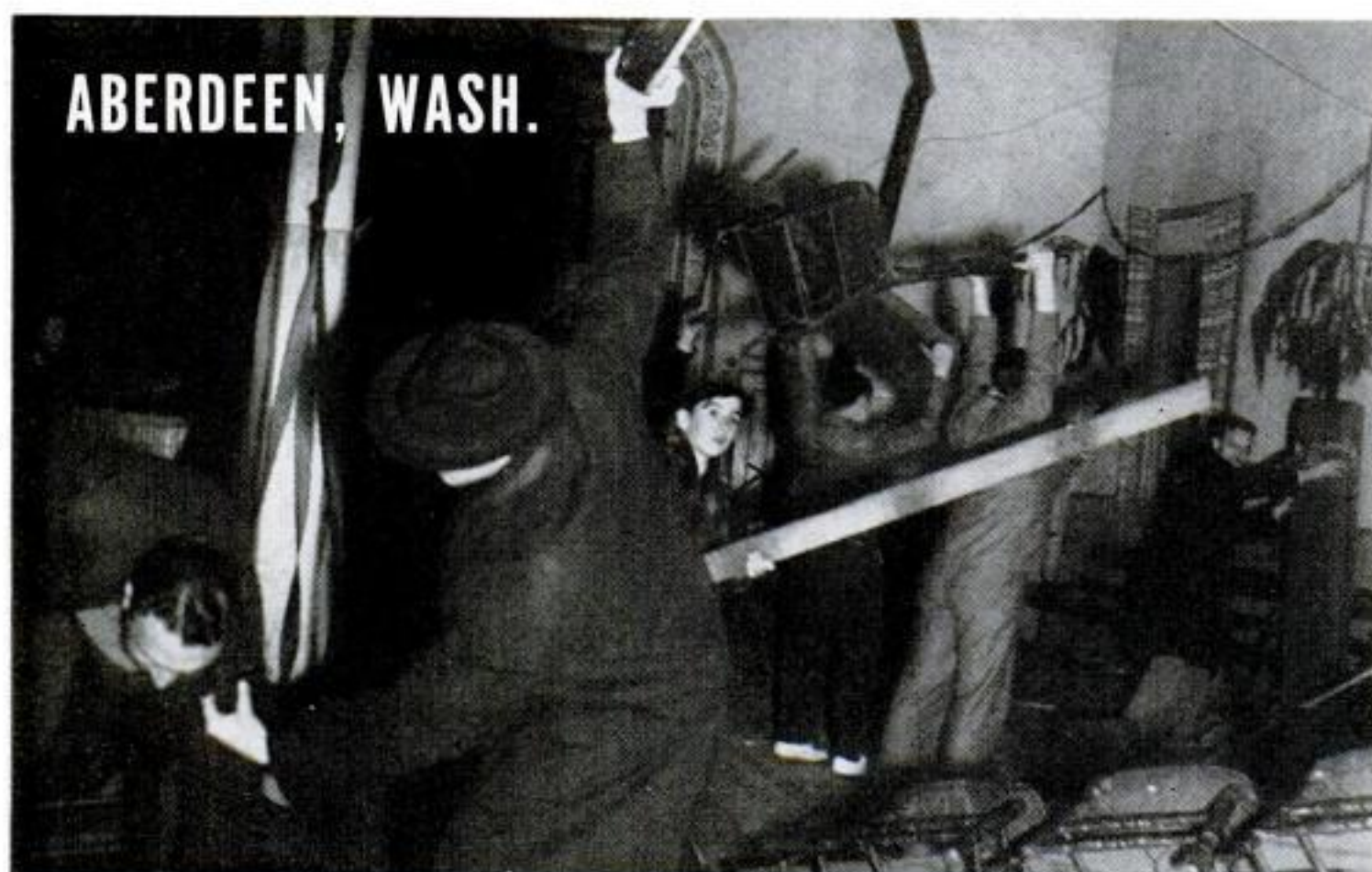
In both hemispheres the cause of Communism had scarcely a friend last week outside the ruddy ranks of its own Party. For two decades, through thick and thin, through purges, famine and OGPU, there had remained in every land staunch advocates of Stalin and the Soviet state. Even after the Russo-Nazi trade pact, they continued to accept the Party line, hook and sinker. But when the Red Army marched into Finland, Communists everywhere were marked with the brand of a revolutionary aggression as ugly and despicable as that of Adolf Hitler.

In America anti-Communist feeling exploded Dec.

2 around a dance staged by Reds in the town of Aberdeen, Wash. (below left). Overseas 160 deputies strode pointedly from Sweden's Parliament when a Communist member rose to speak. In Denmark the Chamber of Deputies was even more thoroughly emptied under similar circumstances. All but four of 49 members of Iceland's Parliament approved a resolution denouncing their Communist colleagues. In Paris a Communist deputy, defying Daladier's dissolution of his party by entering Parliament, was forcibly ejected and arrested. Soviet Russia was hissed and booed in the streets of Budapest and Rome.

The Aberdeen incident arose from scheduling of a Communist "victory" dance in a "Red Hall" only two blocks from a Finnish patriotic meeting. An hour before the dance began, a crowd of 400 gathered outside, hurled stones through windows. Though all the celebrants escaped by a back door, their hall was effectively wrecked. Pictures of Stalin and Browder were burned in the street.

Meanwhile Californians exhibited disapproval of Stalin's ally by hanging a Hitler effigy before Oakland City Hall, a placard labeled "Commu-Natzi" about its waist, a swastika and sickle at its feet.

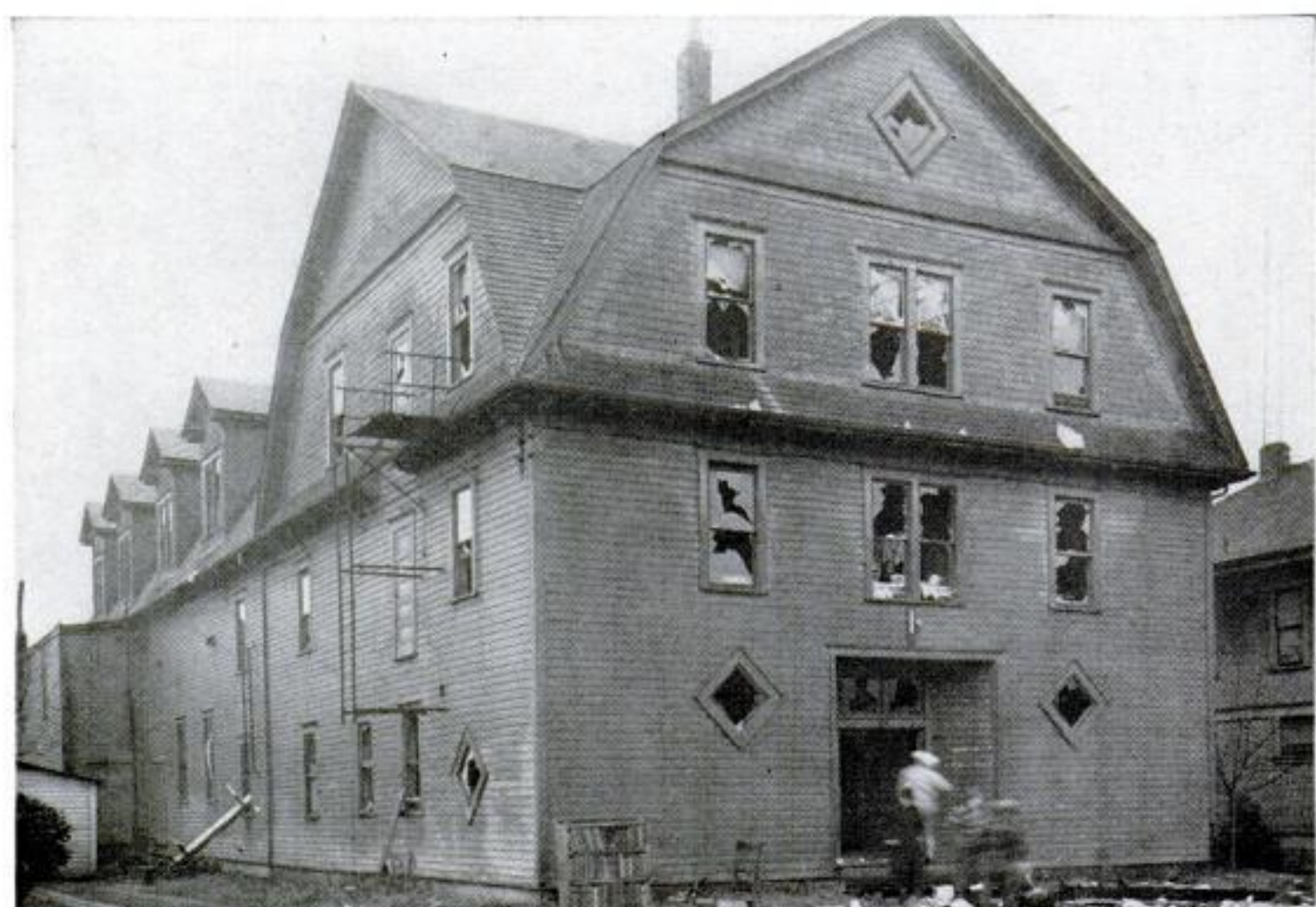


ABERDEEN, WASH.

ANTI-COMMUNISTS EXPRESS THEIR VIEWS UPON FURNITURE IN RED DANCE HALL



SHATTERED CHAIRS AND FIXTURES REFLECT REDS' STATUS IN ABERDEEN



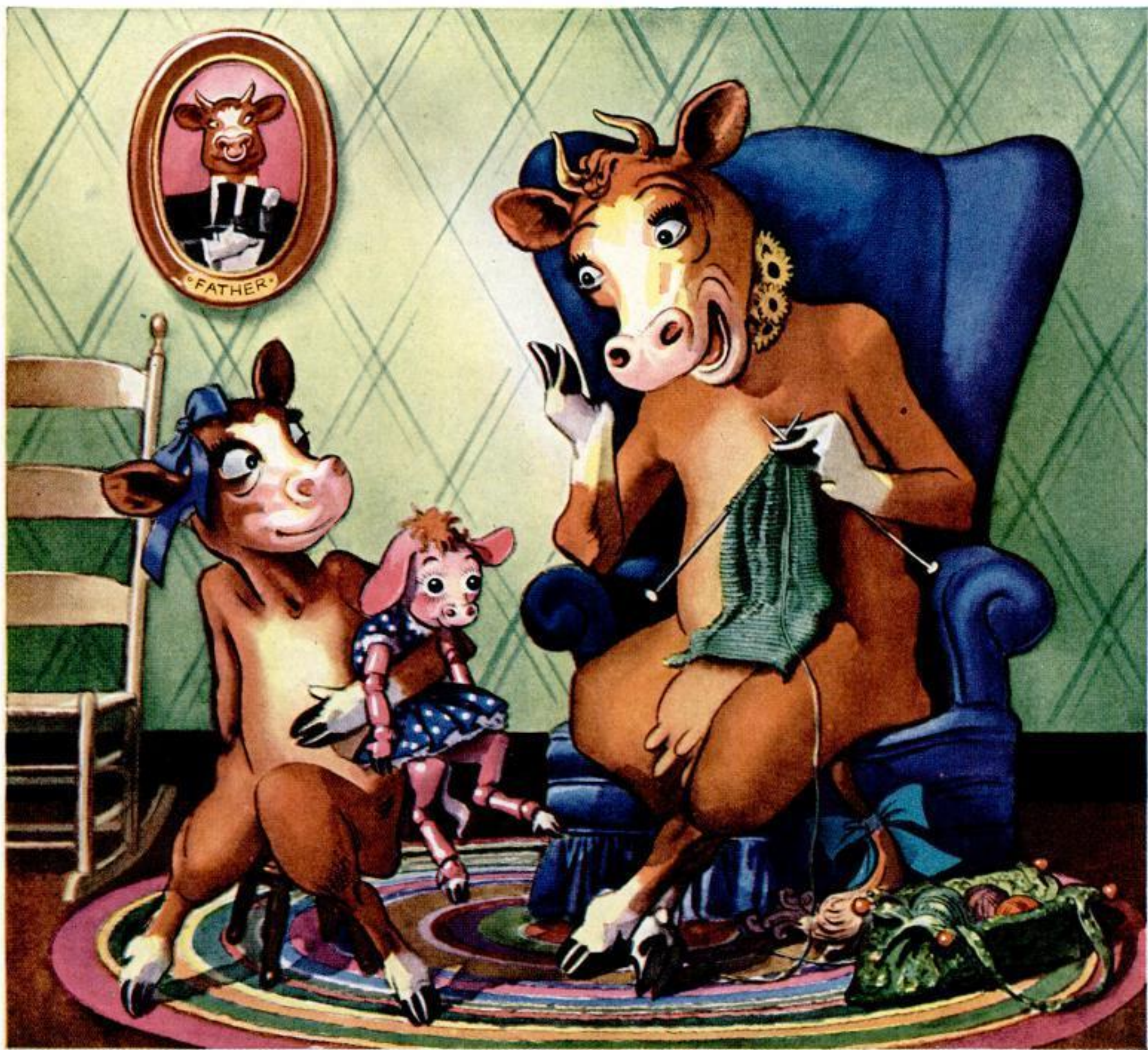
EVERY WINDOW WAS BROKEN, DOORS WERE SMASHED, PLUMBING RIPPED OUT



OAKLAND, CALIF.

STALIN'S NAZI ALLY SWINGS FROM CALIFORNIA FLAGPOLE. NOTE HANGMAN'S NOOSE





## *"Beulah, it's time you learned some of the facts of life!"*

BEULAH, THE CALF, stared at Elsie, the Borden Cow.

"Facts, mother!" she asked: "What are they?"

"They're nice, useful things nobody can say 'no' to, darling," Elsie mused.

"Like milk, mother?" the Calf maa-ed hopefully. (She was always hungry.)

Elsie ignored the hint. "Milk isn't exactly a fact. But the extra goodness of the Borden's Milk you'll soon be giving is. That's because you've been lucky enough to be born into the Borden family—where Borden scientific care starts keeping an eye on you from the moment you arrive."

Beulah looked puzzled. "You mean, mother, that the way I'm taken care of now will make my milk extra good later on?"



"Not only that," Elsie pointed out, "it makes all things that will be made from your milk extra good, too. For instance the Borden's Ice Cream that's always made from just such pure, delicious milk and cream as yours . . . And I know you're also going to be proud of the way babies depend on you—"

"Goodness, I don't have to be a nursemaid, too, do I?" gasped Beulah.



Elsie smiled. "Child, you'll give milk that—with Borden skill and care—becomes Borden's Irradiated Evaporated Milk. And that's recommended by so many doctors for infant feeding, you'll find you're mighty important in the nursery. Furthermore, you'll be quite an influence in the kitchen—what with magic cooking—"



"Magic cooking!" Beulah interrupted again. "Why, I don't know a skillet from a salt shaker!"

"You'll do your part," explained Elsie, "when you

furnish the milk that goes to make Borden's Eagle Brand Sweetened Condensed Milk. And that's the magic that helps to make wonderful cookies and candies and cake frostings in almost no time.



"Your milk and the way it's taken care of," she went on, "will both have heaps to do with the grand flavor of Borden's Family of Fine Cheeses. And in the case of Borden's Chateau, there's a very special flavor no one else has ever been able to copy—a flavor Borden gives it by using fine, costly, aged cheese."

"Mother," said Beulah, happily, "I think it's going to be fun helping to make all of Borden's good things!"



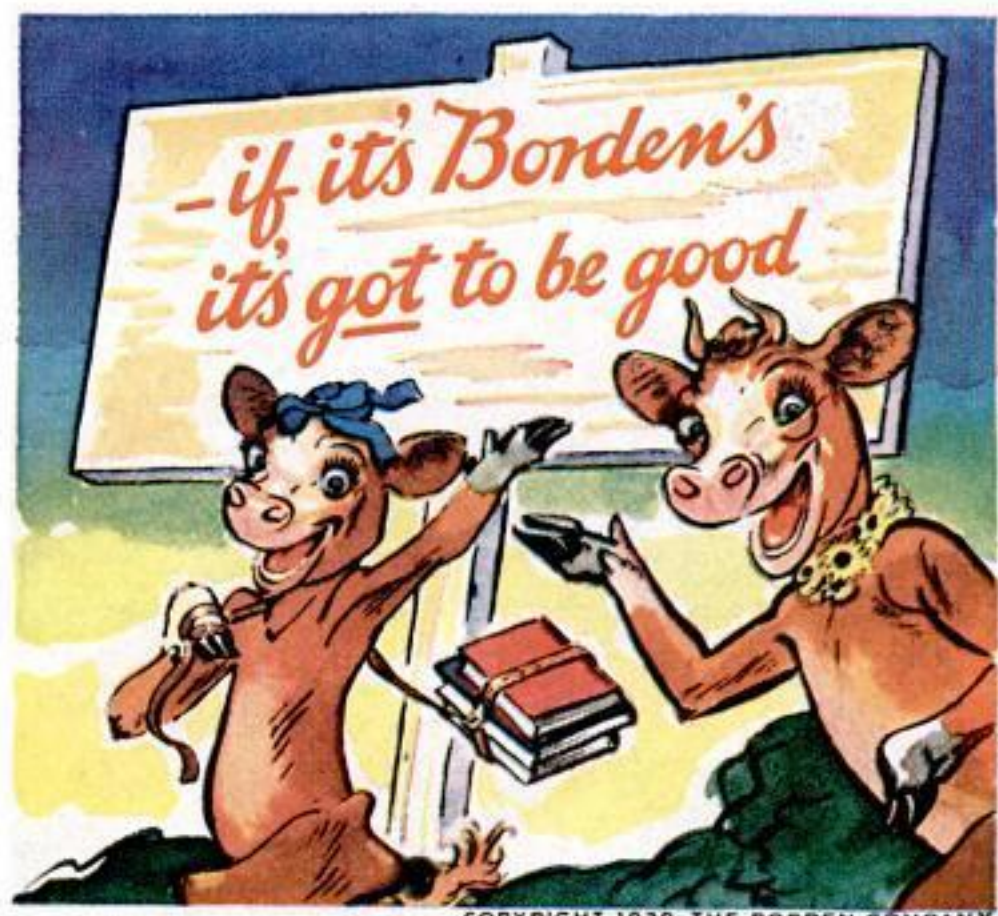
"You won't be in on quite all of them," Elsie replied. "You see, there are some Borden things that aren't made from milk—like that wonderfully spicy Borden's None Such Mince Meat that makes such fragrant, juicy mince pies. But Borden's never-failing skill and care see to it that this luscious mince meat—in fact, *everything* bearing the Borden name—is just as pure, wholesome, and delicious as it's possible to be."

"Myl!" exclaimed Beulah, very much impressed. "And all those things you've told me, mother, are facts?"

"They're such important facts," answered Elsie, "that every day more and more folks are discovering the biggest fact of all in buying food—the fact that *if it's Borden's it's GOT to be good!*" "

• • • • •

To provide the best of dairy products, to guard the goodness of all Borden foods, and to bring them to your home, more than 27,500 Borden employees work in partnership with 47,000 owner-stockholders.



COPYRIGHT 1939, THE BORDEN COMPANY.



ONCE AGAIN . . . IT'S TIME TO MAKE A BOWL OF

## Merry Christmas!

If **Four Roses Eggnog** has become a holiday tradition in your home . . . as it has in so many . . . you probably know this recipe by heart. But just to make sure, here it is again. Get yourself some Four Roses Whiskey at your nearest package store—then follow these directions faithfully:

Beat separately the yolks and whites of 6 fresh eggs. Add  $\frac{1}{2}$  cup of sugar to yolks, while beating, and  $\frac{1}{4}$  cup of sugar to whites after they have been beaten very stiff. Mix egg whites with yolks. Stir in 1 pint of rich cream and 1 pint of milk. Add 1 pint of Four Roses (or more, to taste), and 1 ounce of Jamaica Rum. Stir thoroughly. Serve very cold with grated nutmeg on each cup. (This recipe makes 5 pints of Eggnog.)

Be sure you use **Four Roses!** It is *the* whiskey for a truly magnificent Bowl of Merry Christmas! Frankfort Distilleries, Inc., Louisville & Baltimore.



Every drop is whiskey at least 4 years old

*A blend of straight whiskies—90 proof • The straight whiskies in Four Roses are 4 years or more old*







CHARLIE BARNET

LARRY CLINTON

HARRY JAMES

BOB CROSBY

ARTIE SHAW

BILLIE HOLIDAY

## SWING LOSES LEAD AMONG BEST-SELLING RECORDS



MILLER BLOWS HORN, LEADS BAND, WRITES ARRANGEMENTS

### POPULAR

"MY PRAYER," GLENN MILLER; BLUEBIRD 10404

"MOONLIGHT SERENADE," GLENN MILLER;  
BLUEBIRD 10214

"OH JOHNNY, OH JOHNNY, OH!" ORRIN TUCKER;  
COLUMBIA 35228

"EL RANCHO GRANDE," BING CROSBY; DECCA 2494

"AN APPLE FOR THE TEACHER," BOSWELL AND CROSBY;  
DECCA 2640

"DAY IN—DAY OUT," TOMMY DORSEY; VICTOR 26339

"OVER THE RAINBOW," JUDY GARLAND; DECCA 2672

"IN AN 18TH CENTURY DRAWING ROOM,"  
RAYMOND SCOTT; BRUNSWICK 8404

"BEER BARREL POLKA," ANDREWS SISTERS;  
DECCA 2462

"LILACS IN THE RAIN," DICK JURGENS;  
VOCALION 5074

"IF I DIDN'T CARE," INK SPOTS; DECCA 2286

"SUNRISE SERENADE," GLEN GRAY; DECCA 2321

"ALL THE THINGS YOU ARE,"  
JOHNNY GREEN; ROYALE 1775

"YOU TELL ME YOUR DREAM," MILLS BROTHERS;  
DECCA 2285

"GERSHWIN'S SONG ALBUM," LEE WILEY; LIBERTY 281

"SCATTER-BRAIN," GUY LOMBARDO; DECCA 2767

"MOON LOVE," PAUL WHITEMAN; DECCA 2578

"DEEP PURPLE," LARRY CLINTON; VICTOR 26141

### COMMERCIAL HOT

"LITTLE BROWN JUG," GLENN MILLER; BLUEBIRD 10286

"IN THE MOOD," GLENN MILLER; BLUEBIRD 10416

"WHAT'S NEW?" BENNY GOODMAN; COLUMBIA 35211

"I DIDN'T KNOW WHAT TIME IT WAS,"  
BENNY GOODMAN; COLUMBIA 35230

"KNOCKIN' AT THE FAMOUS DOOR,"  
CHARLIE BARNET; BLUEBIRD 10131

"CHEROKEE," CHARLIE BARNET; BLUEBIRD 10373

"TWO O'CLOCK JUMP," HARRY JAMES; BRUNSWICK 8337

"JUMPIN' JIVE," CAB CALLOWAY; VOCALION 5005

The phonograph-record business, continuing its phenomenal boom, is again having a great year. This year's sales are 50% above last year's. Last year's sales were three times 1933's. Riding the crest of this wave is a long-legged trombonist from Clarinda, Iowa, named Glenn Miller. His well-disciplined band is selling more records right now than any other jazz band in the business.

Glenn Miller is 28. When he played alongside Benny Goodman eleven years ago, Miller's "slip-horn" was as hot as a steampipe. But today, young America is turning away from swing music. The jitterbugs are forsaking the "gutbucket" boys. They want their music sweeter and simpler. Glenn Miller plays more sweet numbers than hot. His greatest success has been with the "juke boxes," the nickel-in-a-slot automatic phonographs. Miller is easily the most outstanding juke-box artist of 1939. Among non-sweet bands, Benny Goodman is still the most popular.

Below are current best-selling records. Those classed as "popular" are largely sweet. The "commercial hot" are popularized swing. "Hot" records are unadulterated jazz.

"TUXEDO JUNCTION," ERSKINE HAWKINS;  
BLUEBIRD 10409

"BIG NOISE FROM WINNETKA,"  
BAUDUC & HAGGART; DECCA 2208

WOODCHOPPER'S BALL," WOODY HERMAN; DECCA 2440

"SERENADE TO A SAVAGE," ARTIE SHAW; BLUEBIRD 10385

"JUNGLE DRUMS," ARTIE SHAW; BLUEBIRD 10091

"TAIN'T WHAT YOU DO," JIMMIE LUNCEFORD;  
VOCALION 4582

"IT'S A WONDERFUL WORLD," JAN SAVITT; DECCA 2836

### HOT

"PUSSY WILLOW," DUKE ELLINGTON; BRUNSWICK 8344

"PICK-A-RIB," BENNY GOODMAN QUINTET; VICTOR 26166

"MISS THING," COUNT BASIE; VOCALION 4860

"LADY BE GOOD," COUNT BASIE; DECCA 2631

"POTATO HEAD BLUES," LOUIS ARMSTRONG;  
U.H.C.A. 59-60

"SUGAR," TEDDY WILSON; BRUNSWICK 8319

"FINE AND MELLOW," BILLIE HOLIDAY; COMMODORE 526

"SUMMERTIME," SYDNEY BECHET; BLUE NOTE 6

"I'M PRAYIN' HUMBLE," BOB CROSBY; DECCA 2210

"BODY AND SOUL," CHU BERRY; COMMODORE 1502

"DIPPER MOUTH BLUES," MUGGSY SPANIER;  
BLUEBIRD 10506

"EFFERVESCENT BLUES," JOHN KIRBY; VOCALION 4624

"EC-STACY," JESS STACY; COMMODORE 1503

"MILENBERG JOYS," TOMMY DORSEY; VICTOR 26437

"AS LONG AS I LIVE," BUD FREEMAN; DECCA 2849

"KRAZY KAPERS," CHOCOLATE DANDIES; H.R.S. 16

"BLUE BLOOD BLUES," JELLY ROLL MORTON;  
BLUEBIRD 8201

"PETE'S BLUES," PETE JOHNSON; SOLO ART 12005

"STRUT MISS LIZZIE," EDDIE CONDON; COMMODORE 530

"CASBAH BLUES," WOODY HERMAN; DECCA 2582

"MINOR DRAG," FATS WALLER'S BUDDIES;  
BLUEBIRD 10185

"HELLO LOLA," MOUND CITY BLUE BLOWERS;  
BLUEBIRD 10037

SYDNEY BECHET

BENNY GOODMAN

ERSKINE HAWKINS

BUD FREEMAN

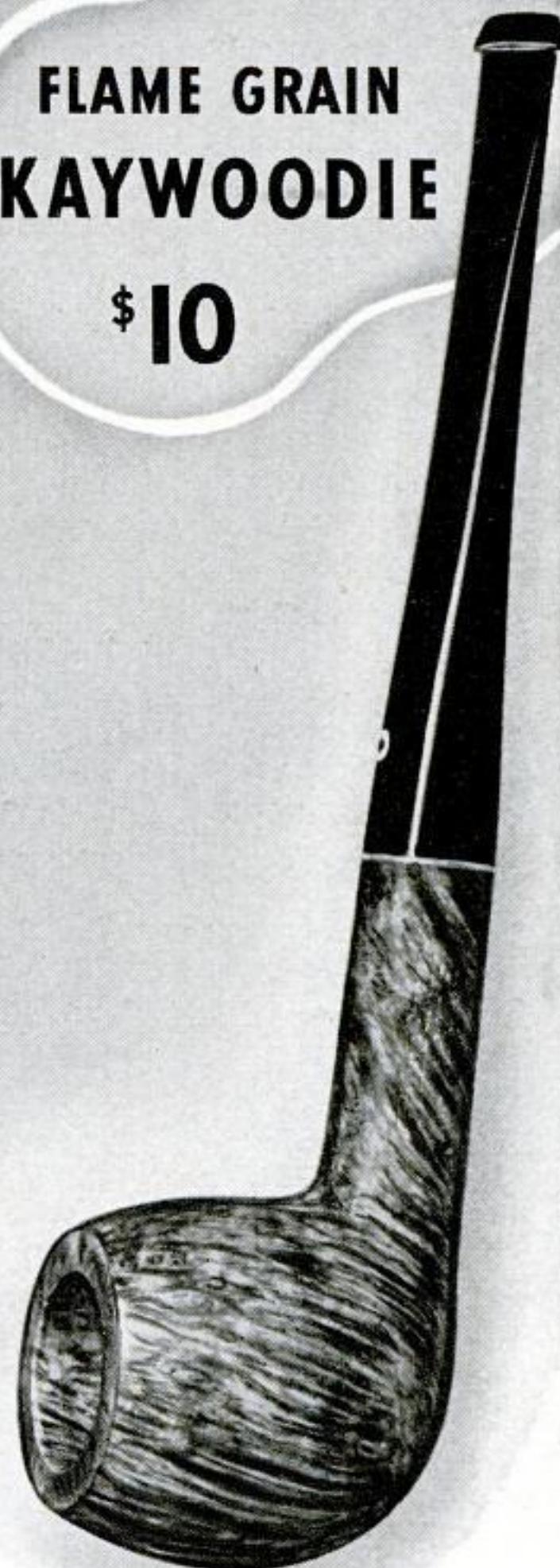
JAN SAVITT

JELLY ROLL MORTON



FLAME GRAIN  
KAYWOODIE

\$10



*What makes them  
more beautiful  
Makes them smoke better*

These are the best-smoking pipes in the world, because they are made from the best briar ever used in a pipe.

Two hundred to three hundred years went into the creation of these pipes. They come from the oldest briar burls in the world. Such maturity and mellow age is something you don't get in any other pipe regardless of name or price.\*

Does this make them smoke better?—It does. The burls from which these pipes are cut often reach the enormous proportions of 2½ to 3 feet in diameter. Packed together tight by the centuries of very slow growth, the grain structure has had a natural seasoning that makes it the mildest and gentlest companion for tobacco that ever existed.

When you look at them at your dealer's, remember that what makes them more beautiful makes them smoke better. Shown above, actual size, No. 80B.

*\*There is only one place left where such briar is found, and Kaywoodie has contracted for the entire supply.*

*The Last Word in  
Christmas Presents*

**KAYWOODIE COMPANY**  
Rockefeller Center, New York and London  
COPR. 1939, KAYWOODIE COMPANY



# THE EYE

## MANKIND'S EFFICIENCY DEPENDS ON ITS MOST PRECIOUS SENSE

The most delicate and miraculous organ in the human body is the eye. Master of the senses, sight is the prime basis of most of the arts, of science, of communication. "Seeing is believing" against the evidence of touch or hearing. Without sight our world falls to pieces, and the average human can think of no worse fate than to be blind. Yet Homer was blind and so was Milton. Nelson won the Battle of Trafalgar with only one eye, and Theodore Roosevelt, half-blind, led his Rough Riders up San Juan Hill with his pockets stuffed with spare spectacles.

On the opposite page is a drawing of the eye, cut away to show its complex anatomy. The protective coating—the "white of the eye" called sclera—has the transparent cornea in front. Behind the bulging water-filled chamber (shown in black) lies the colored iris (blue) and behind that the crystalline lens (white). The interior of the eyeball is filled with clear jellylike matter. The retina (yellow), a light-sensitive screen, connects at the back with the optic nerve that carries sight impulses to the brain. The whole eye is nourished by blood vessels (red) in the middle chorioid layer.

Paradoxically we do not see with our eyes at all but with our brains. The eye is merely the device which turns light into the little electric currents that the brain sorts into the ordered images we see. Without the brain, the image on the retina is as useless as an undeveloped film.

Though the eye is not foolproof, it is well protected. Cheekbone and forehead guard against blows, and reflex action makes the eyelids snap shut involuntarily when anything comes towards the eye. The tear glands continually bathe the eye's sensitive surface in salty water to relieve irritation. But in spite of these safeguards, injury, disease, deformity and sometimes merely the strain of civilized seeing hurt the eyes and reduce the efficiency of living.

Below are shown some of the various steps in an ordinary eye examination. If you are in your 20's, the odds are about 3 to 1 that your eyes are in good shape. If you are in your 50's, there is scarcely one chance in ten that you can see well without glasses.

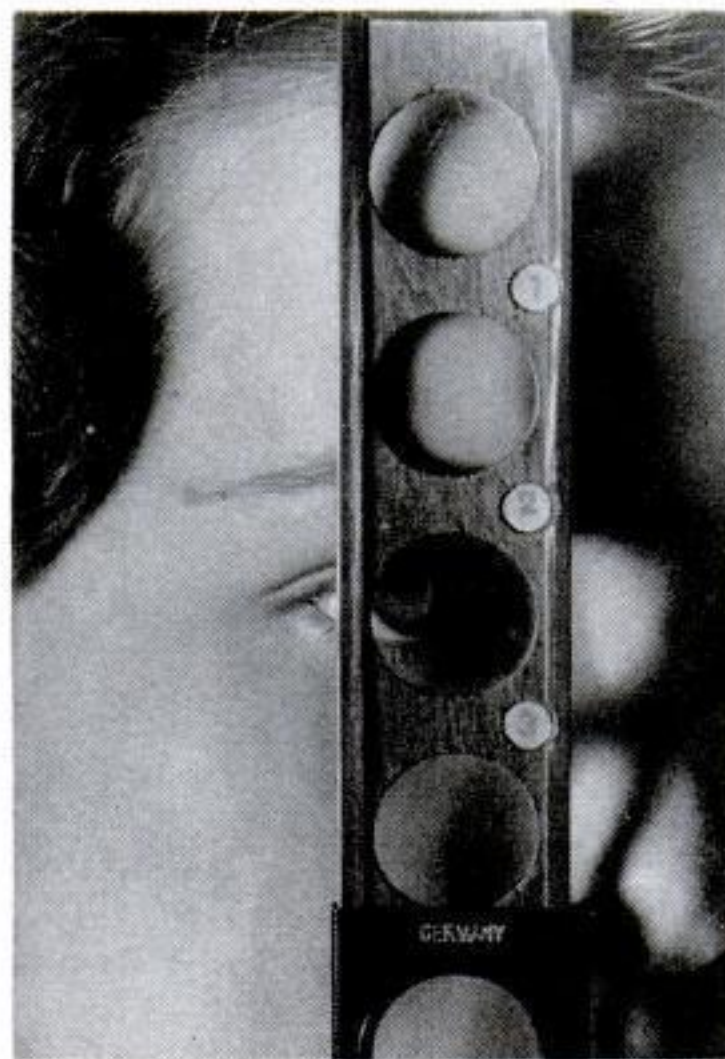


The light that lies and lies in this girl's eyes came from an examiner's slit lamp. Illuminating the eye from out-

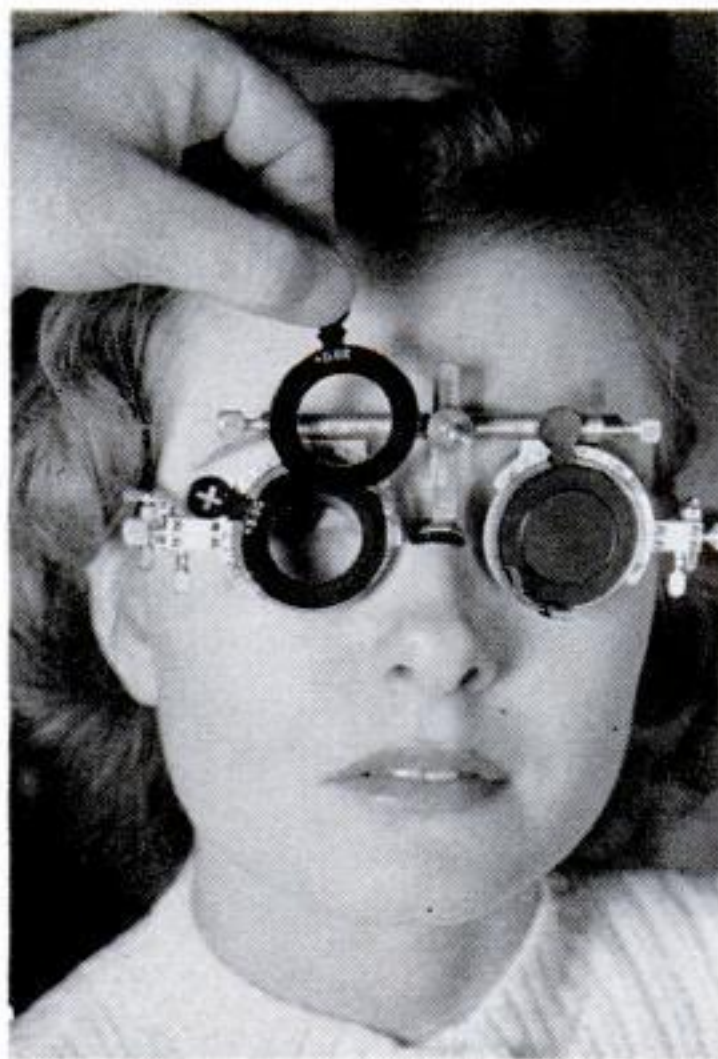
side so that light is reflected from the retina, doctors can look deep into the eye to see the effects of disease.



Eyes converge as doctor tests muscles by bringing a small light close to the patient's nose.



Lenses are tested on eyes. Watching reflections, doctor chooses corrective lenses.



To check on measurement the patient reads from chart through test lenses with each eye.



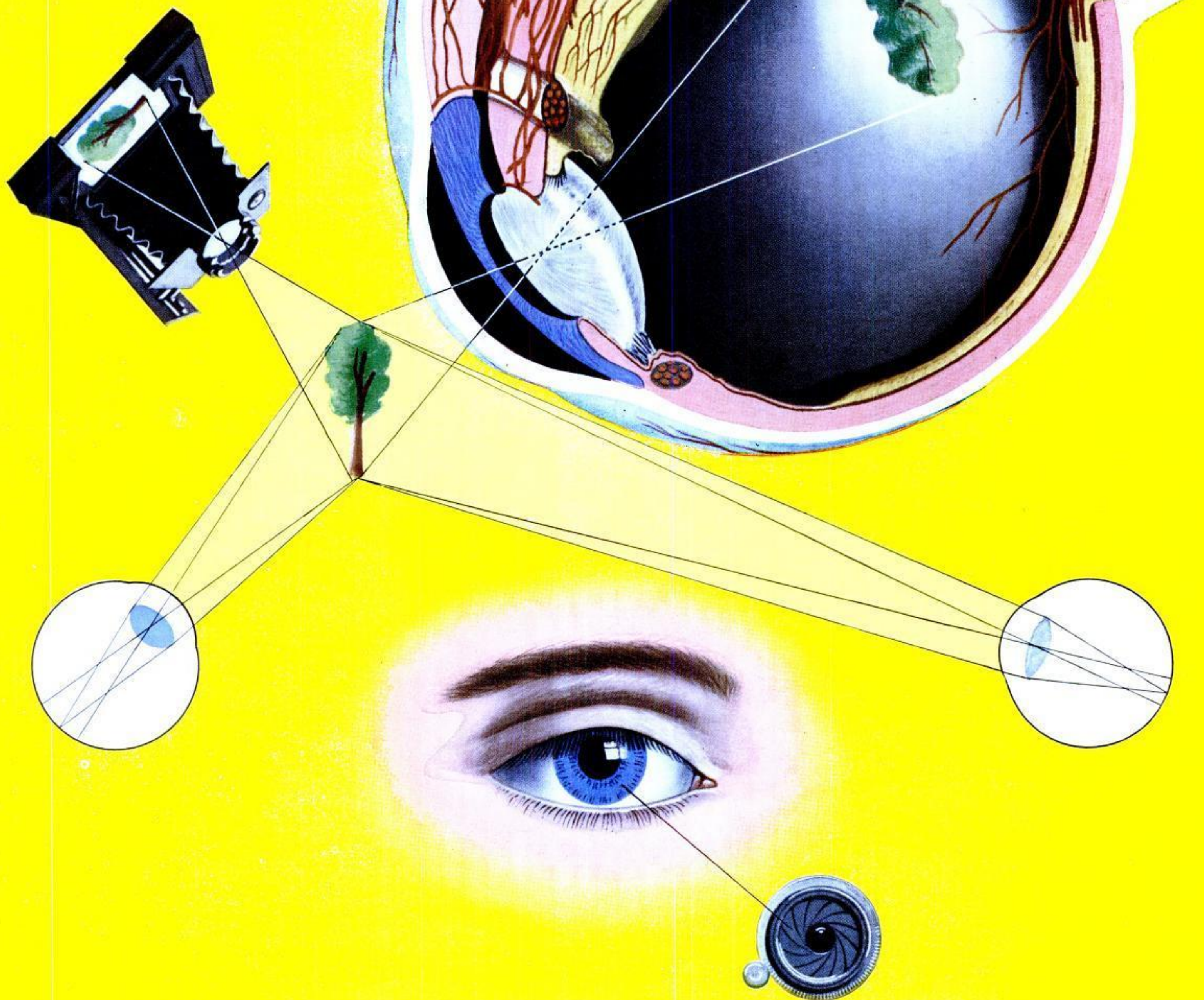
A microscope (above) or an ophthalmoscope is used for detailed examination of defects.



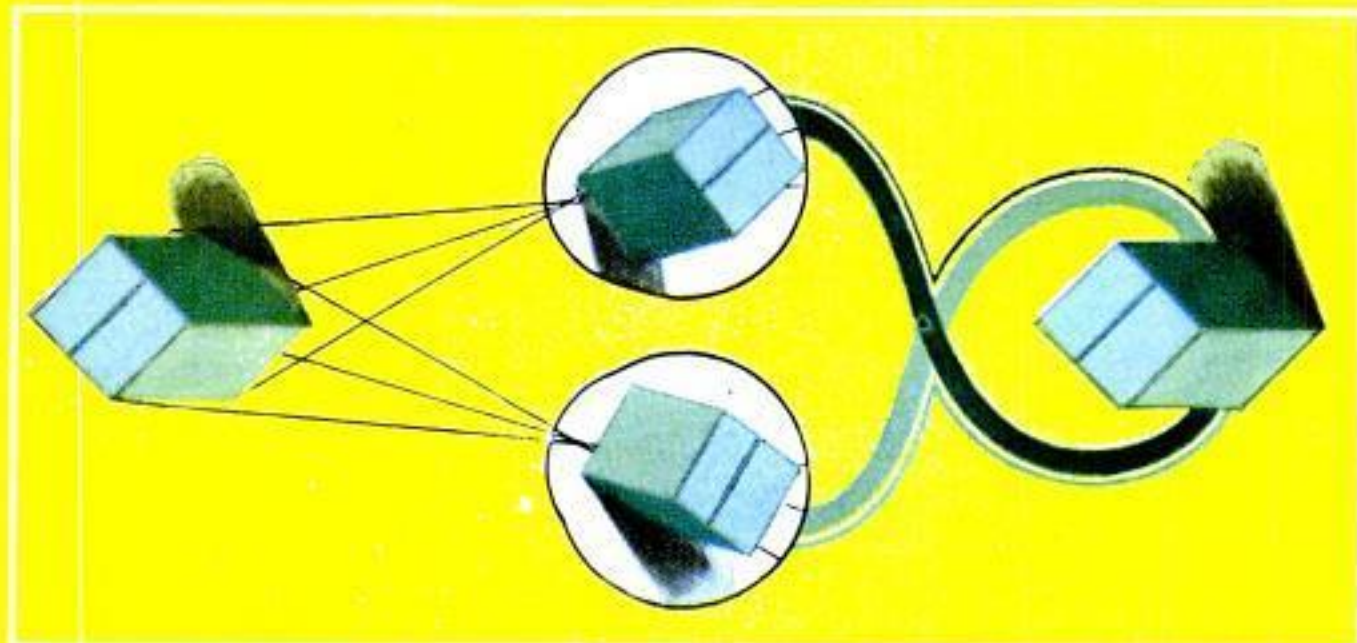
## The human eye—a living camera

With its covering layers, its muscles and blood vessels, the eye is infinitely more delicately made than the finest camera. But its principle is the same. The crystalline lens throws an inverted image on the retina in exactly the same way that the camera lens forms an image on a film. Unlike the camera, however, the eye is focused by muscles which change the focal length of the lens, making it thicker for close objects, thinner for far ones. To compensate for changes in light intensity, the eye's pupil is "stopped down" or opened up like a lens diaphragm.

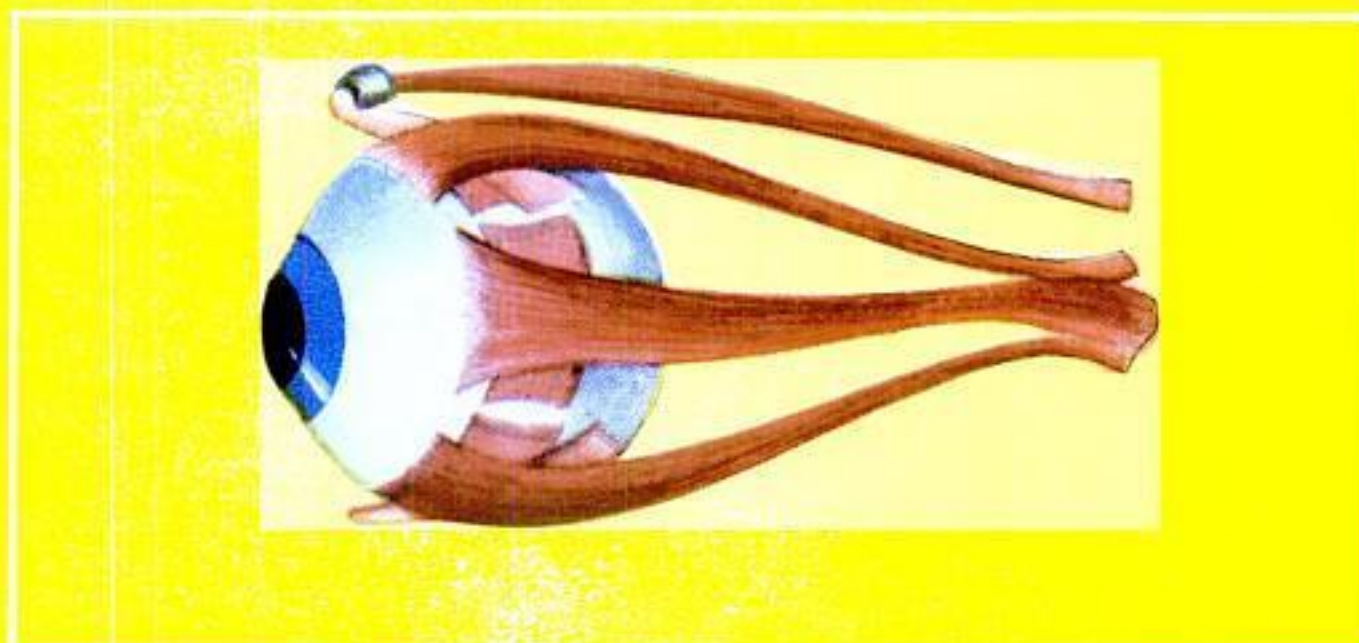
herbert bayer 39



IN THE BRAIN THE INVERTED IMAGES, FORMED ON RETINAS OF TWO EYES, ARE BROUGHT TOGETHER TO FORM AN UPRIGHT STEREOSCOPIC VISUAL OBJECT



TO SCAN SUBJECTS, THE EYES ARE EQUIPPED WITH SIX PAIRS OF MUSCLES WHICH PERMIT THE EYES TO BE TURNED IN ANY DIRECTION OR CONVERGED





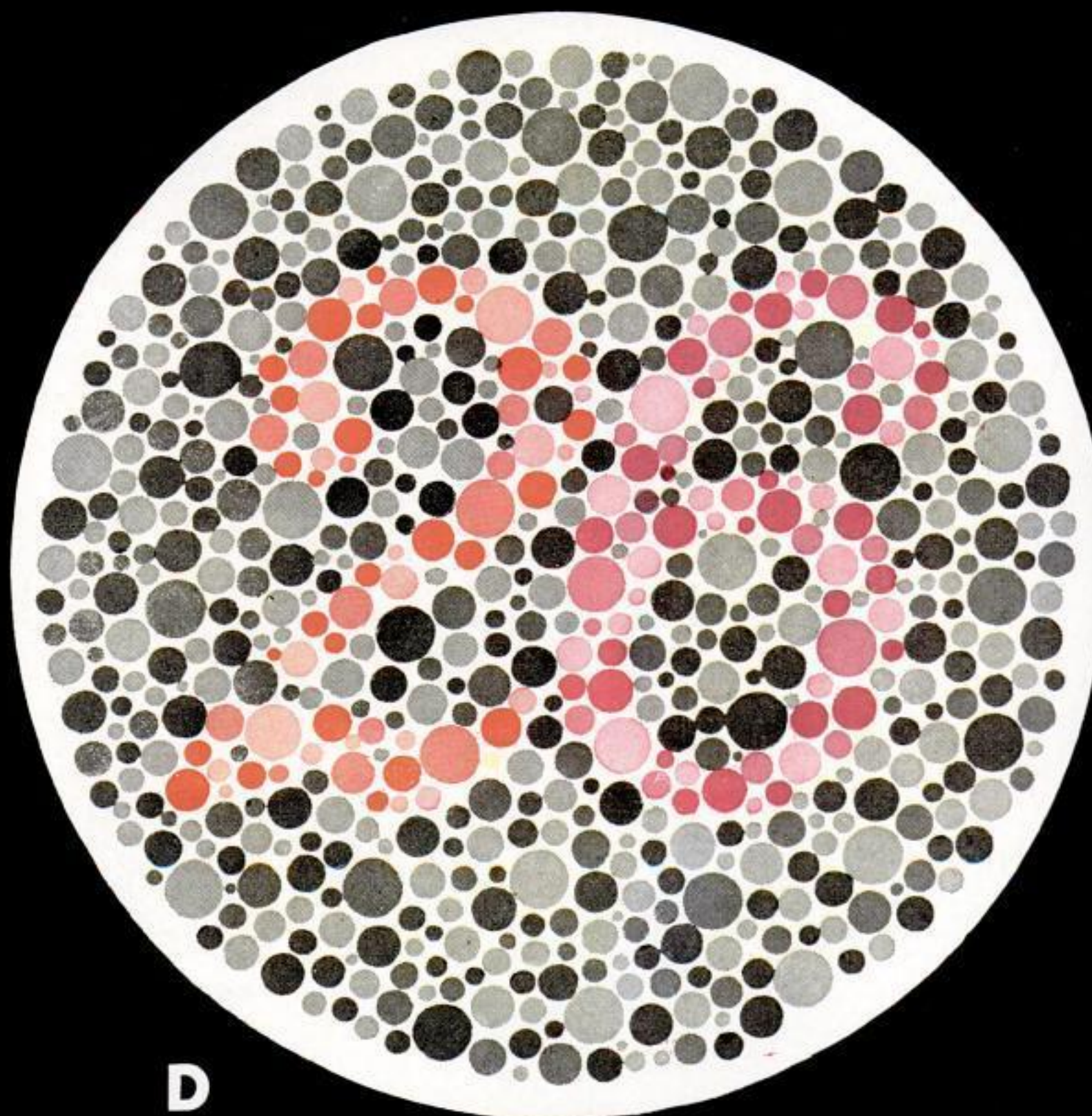
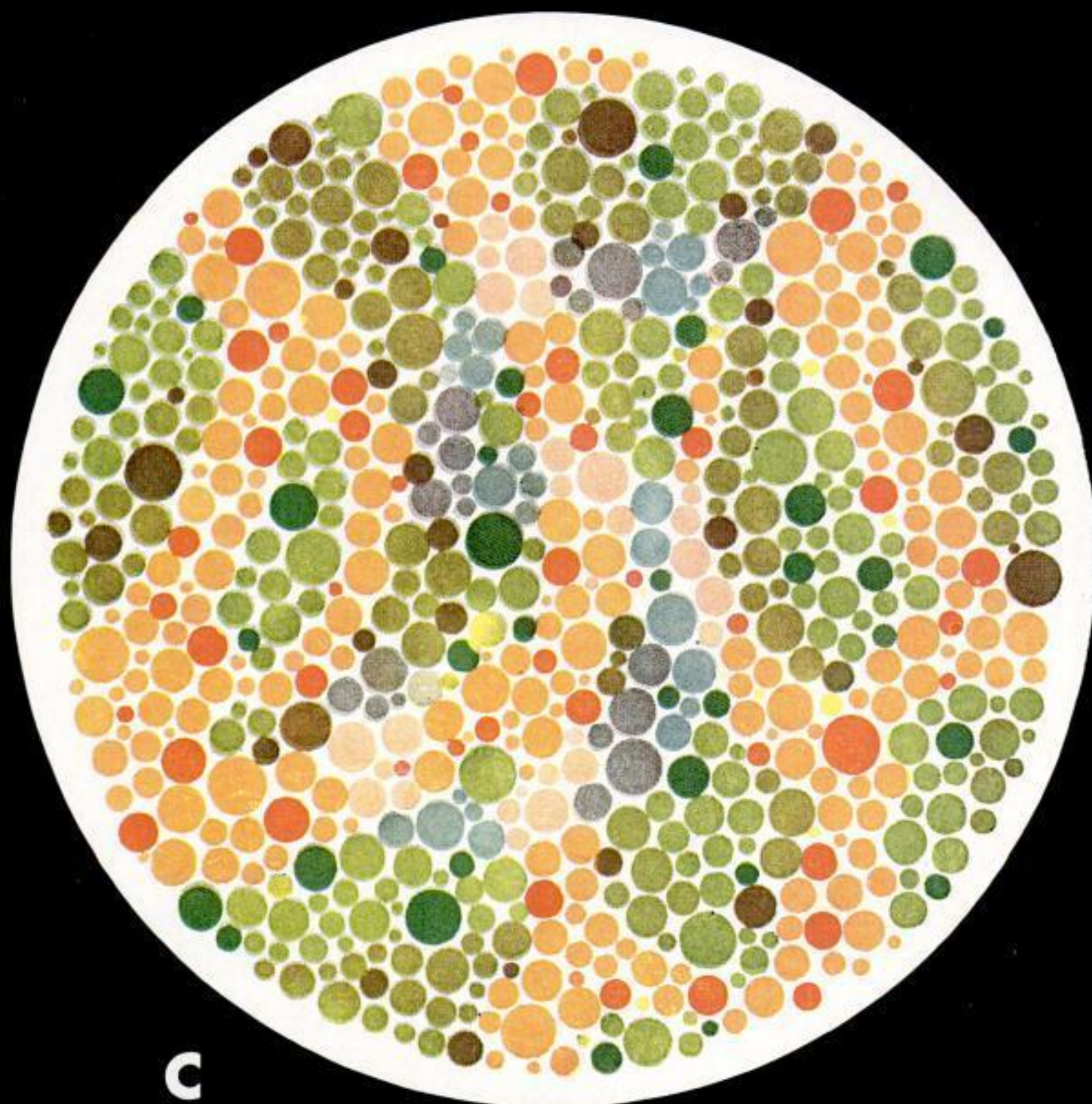
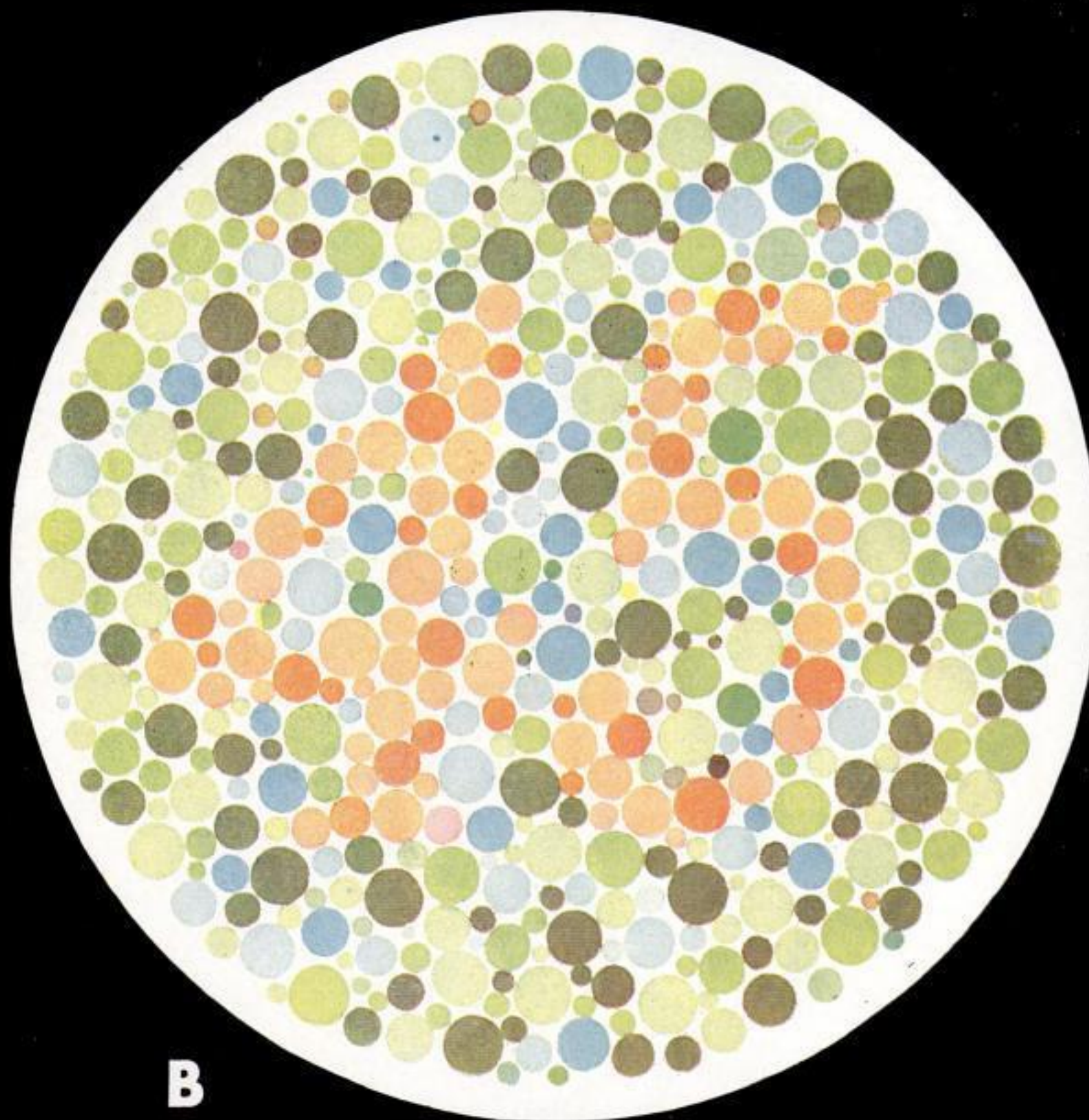
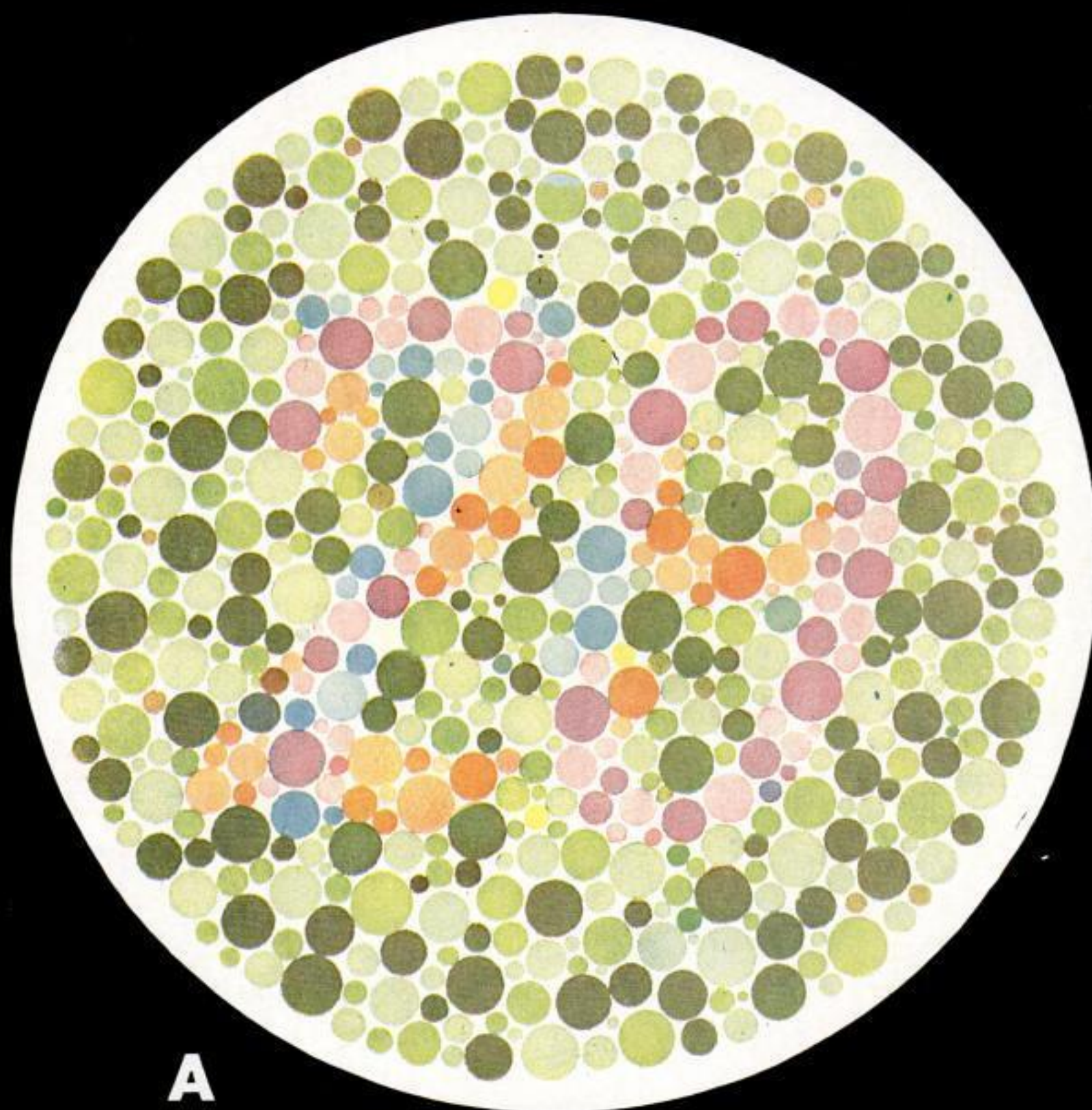
**THIS SERIES OF PLATES  
WILL TELL YOU AT ONCE  
IF YOU ARE COLOR-BLIND**

Though doctors do not know the causes of color blindness, they agree that one man out of 25 and one woman out of 250 suffers from it. In the most common types of color blindness, the victim cannot distinguish between the complementary colors red and green, sees blue and yellow perfectly well. Very rarely, the sufferer can distinguish no colors whatever.

In ordinary life, defective color vision is no great handicap (for example many color-blind people can read traffic signals by their relative brightness). But where perfect color vision is needed (for railroad en-

gineers, fliers), doctors use a series of plates prepared by a Japanese professor, Dr. Shinobu Ishihara, to tell whether the applicant is color-blind, and, if so, in what way. Four of these plates are below.

If you are not color-blind, you will read the figure 29 in Plate A; 45 in B; nothing in C. If you are totally color-blind you will read nothing in any plate. If you are red-green blind, you will read Plate A as 70; nothing in Plate B; 5 in Plate C. If you are completely green-blind you will read 2 in Plate D. If you happen to be red-blind, you will see only the 6.





# Give Him an "Extra Bathroom" for Christmas!

## Christmas Special

### NEW 1940

# SCHICK DRY SHAVERS

equipped with the new patented "WHISK-IT"



**FREE!** ...with all Christmas models, an ingenious new improvement, the "Whisk-it". Fitted to the shearing head, it catches all whisker clippings, removes last vestige of fuss and muss from shaving. Takes shaving out of the bathroom. Permits shaving anywhere, in any room, at home or office, before or after dressing!

*Schick Dry Shaver leads again with another big advance in electrical shaving. New "Whisk-it" feature ends morning bathroom jam — permits shaving anywhere.*

THE "Whisk-it" comes with every Christmas Schick Dry Shaver . . . that's our special Christmas bonus for your man. But above all, he'll welcome the Schick Dry Shaver itself. Because it means years of civilized, nickless, painless shaving. No more expense for blades, soaps and lotions. Freedom from razor abrasions. When you give him a Schick Dry Shaver, you give him the best.

Of the millions of dry shavers in use today, more than half are Schicks. Many imitators

All Schick Dry Shaver Models operate on

**AC or DC**



He can shave after dressing, if he likes, as he reads his morning newspaper, or looks over his morning mail.



Now he can shave anywhere in the house; any electric outlet becomes an extra bathroom, so far as shaving is concerned.

have gone as far as they dared in infringing Schick Dry Shaver patented principles. But compromises, made in their efforts to conceal infringement, have kept imitators far behind Schick in efficient, dependable performance.

No other dry shaver offers the advanced improvements found in the new 1940 Schick.

**Powered by a real Universal Motor** . . . not merely a vibrating mechanism. Operates on AC or DC, with no annoying vibration . . . Insures uniform cutting speed, hence no jerks, no pull.

**Faster, Safer, Cleaner Shaves** . . . Patented "Speed King" shearing head whisks off beard clean and close with no nicks, cuts or skin irritation possible.

**SCHICK DRY SHAVERS, INC., STAMFORD, CONN.** In Canada: (at slightly higher prices) distributed by Schick Shaver, Ltd. . . . Schick Dry Shaver, Inc., has no connection with—and is not responsible for—the Schick Injector Razor, or the Schick Magazine Repeating Razor, made by the Magazine Repeating Razor Co., Bridgeport, Conn.



... and, on mornings when he oversleeps, he can skip shaving entirely until after he gets to the office.

Schick "Pocket Dressing Room" Kit, featuring the new "Colonel" model. With mirror, comb and exclusive new "Whisk-it". In luxurious case, styled by Raymond Loewy, \$17.50. Other Schick Dry Shavers in attractive gift packages. The new "Colonel" \$15.00, deluxe model, \$16.50. The new "Captain" at \$12.50. (All with the new "Whisk-it" at no extra cost.)





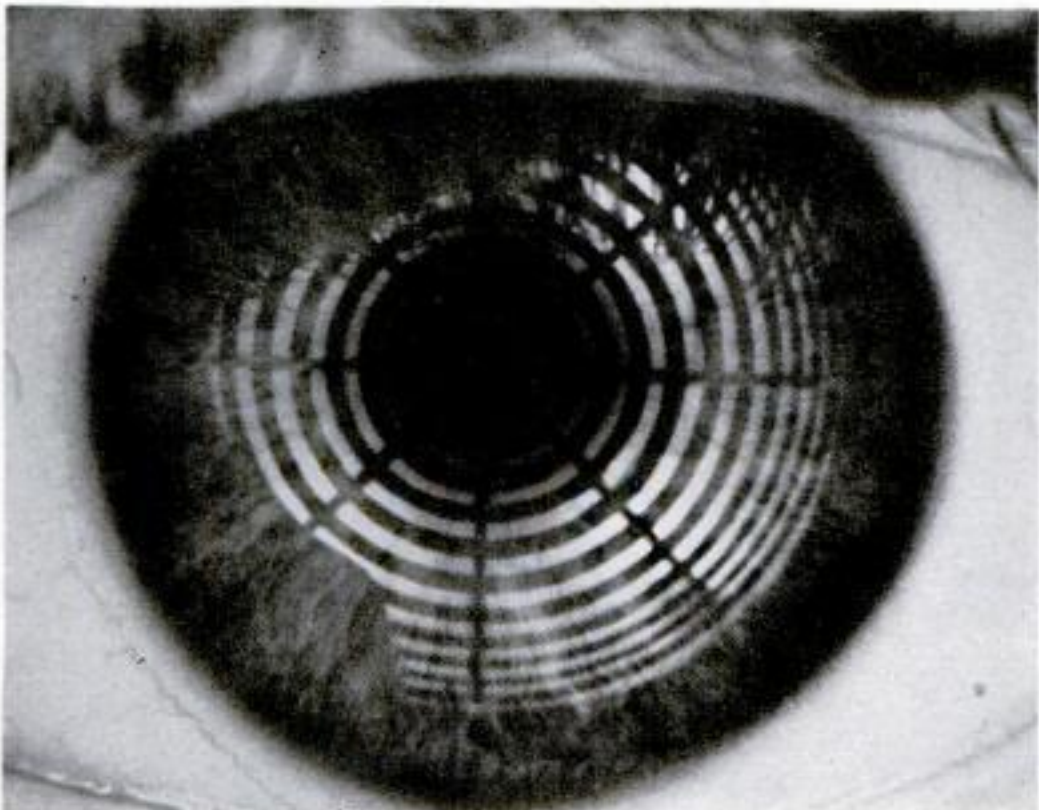
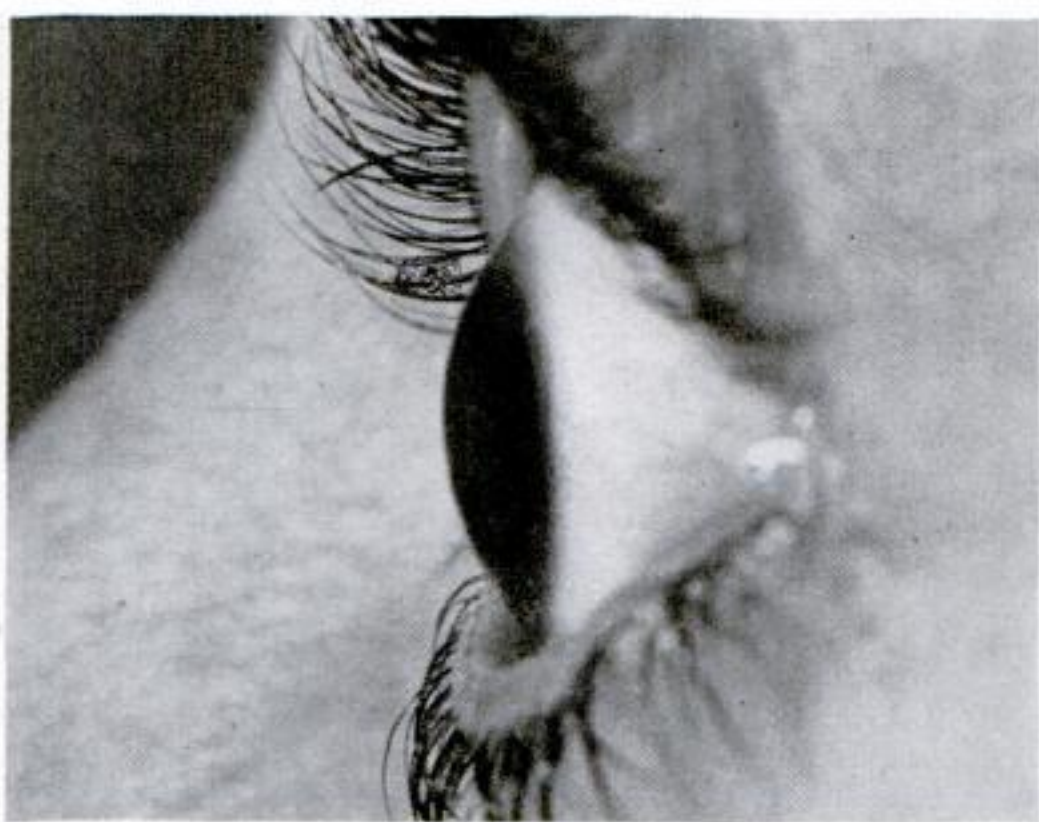
A perfect gift—box of 25 for little more than \$1. Choice of either Invincible or Club House shape. Which do men prefer? It's a tossup—most men are happy with either.



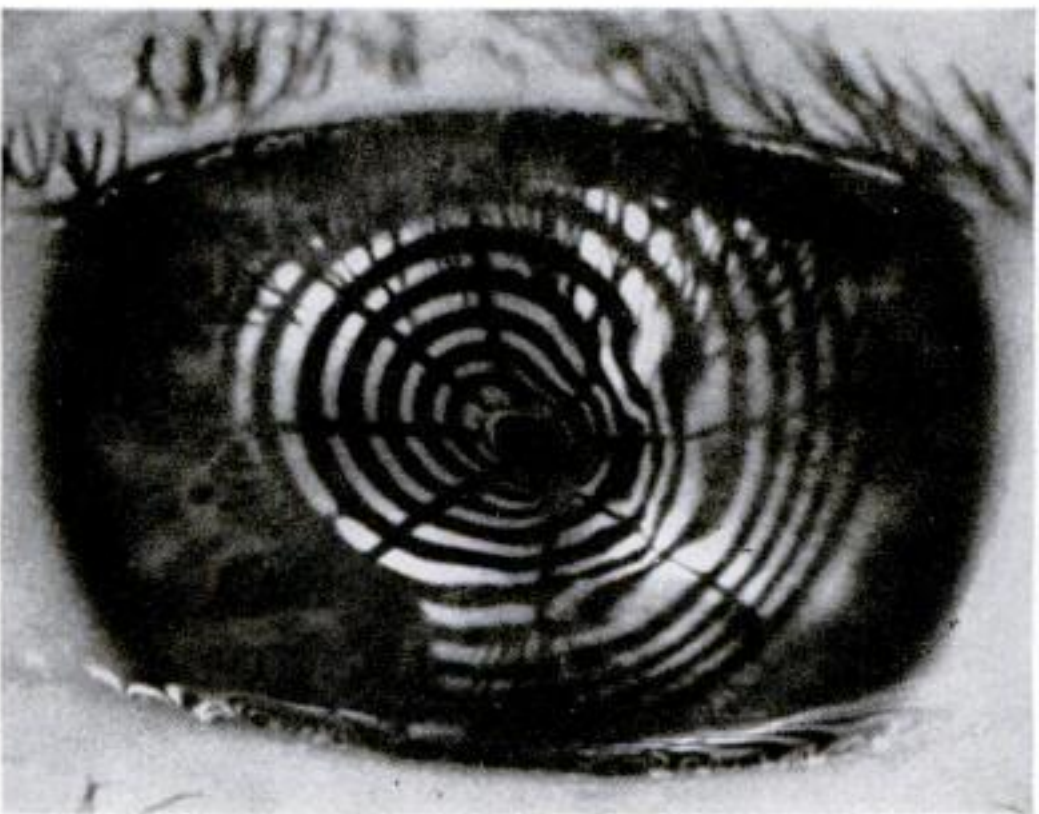
A merry Christmas—with a flavor of Havana . . . that's a good description of this gay holiday box of New White Owl Cigars. And it's a gift you can't go wrong on—men go for the rich taste of these new Blended-with-Havana White Owls.

So easy to shop for, too! At most any store that carries cigars—just around the corner from everywhere. Just look for the handsomest package in the store—that's the New White Owl. There—what did we tell you—men are much easier to get gifts for than women!

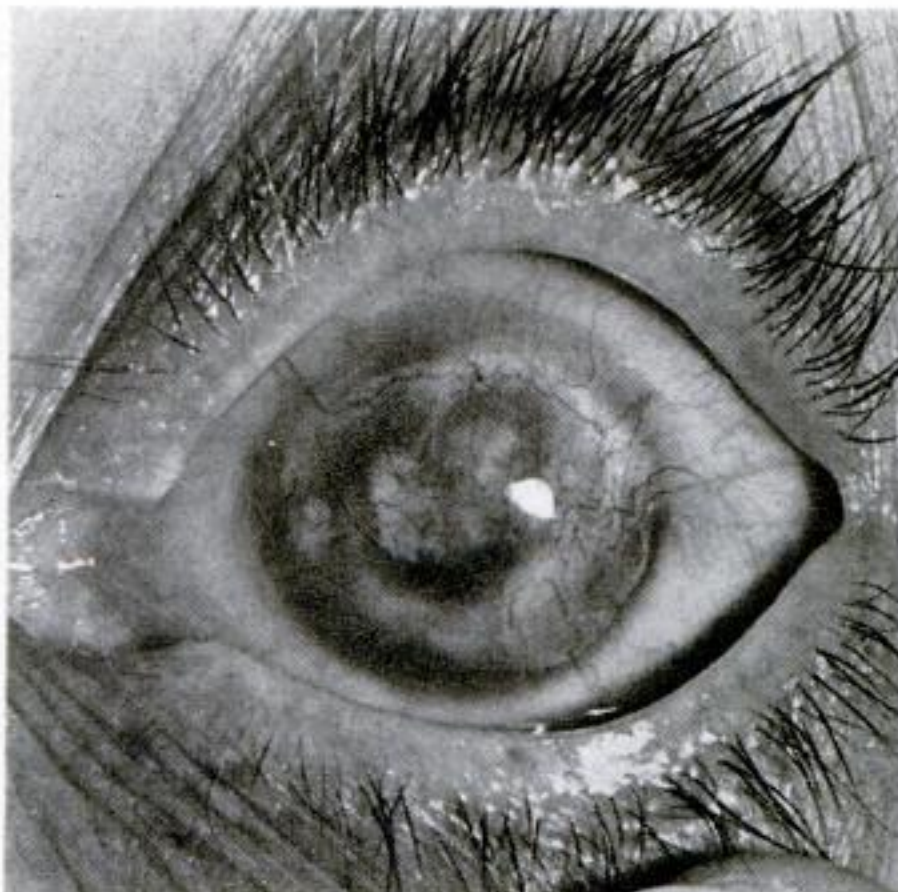




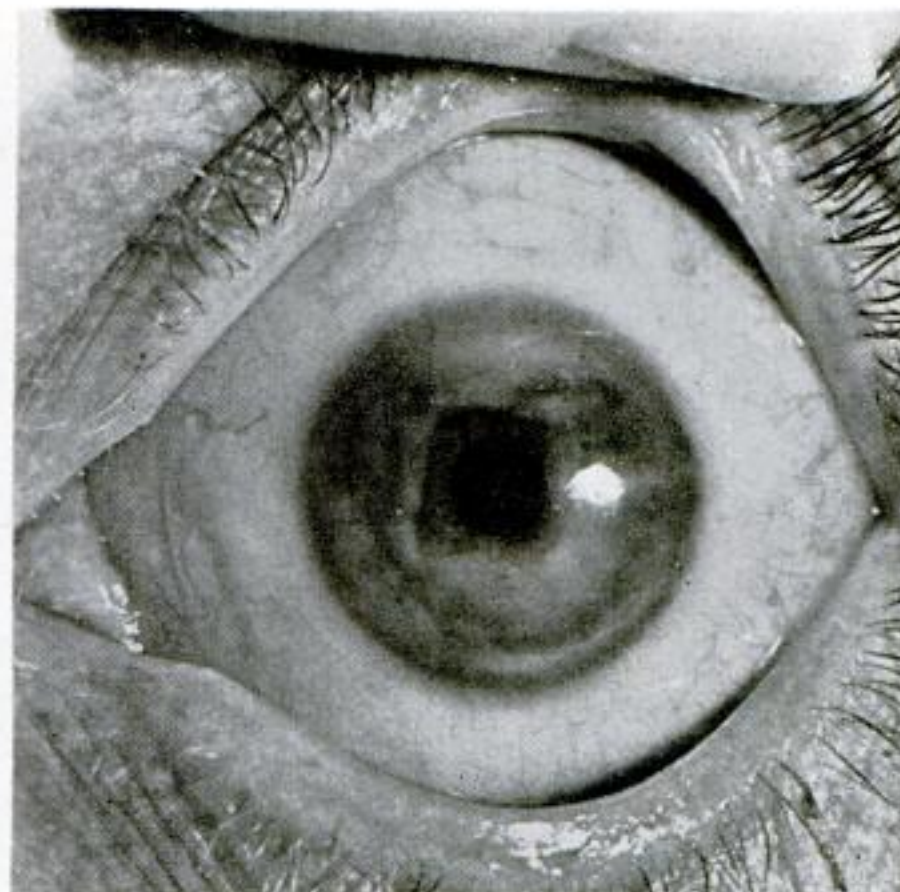
The cornea of the normal eye is a thin transparent tissue covering the front of eyeball. It is spherical in shape and when a card with a radial pattern is held up in front of it, the pattern is reflected without distortion as in lower photograph.



Conical cornea like that above causes nearsightedness. Center of the cornea is thinner than edges which lets the watery liquid behind bulge it out. By examining the distorted pattern (below) reflected in eye, doctor can diagnose even mild cases.



Opacity of the cornea, shutting off sight like a thick curtain, may be the result of injury or disease. Some opacities can be cleared up by restful drops and heat treatment while others require surgery (right).



A square patch of cornea from the healthy eye of a dead man has been transplanted to the patient's cornea, and his sight is now restored. Behind the square transplant, the round black spot of the pupil can now be seen.

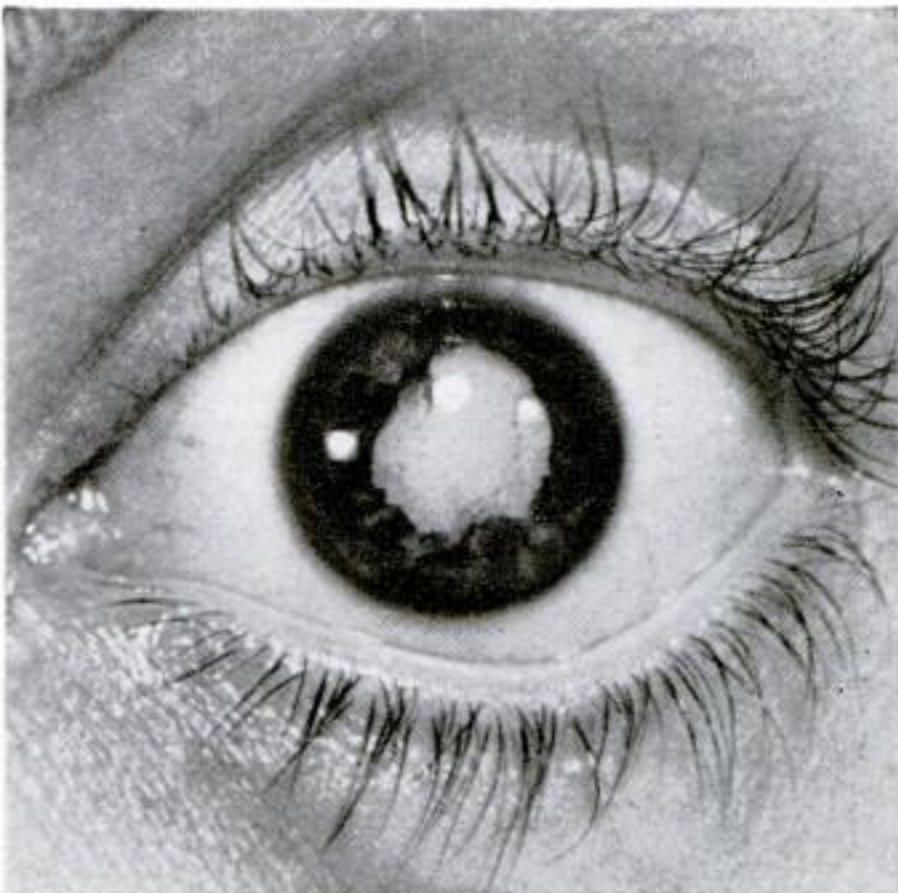
## DISEASE TAKES ITS TOLL OF HUMAN SIGHT

Standard textbooks on ophthalmology list something like 350 diseases of the human eye. Most endemic of all eye diseases is trachoma, a highly contagious infection of the lining of the eyelid which sometimes spreads to the cornea and causes blindness. If taken in time, it is curable by medication. Comparatively rare in Europe and America where strict immigration quarantines are maintained against it, it is almost universal in India, Egypt and Palestine.

One quite common cause of blindness is gonorrheal infection at birth. (The infected mother infects her baby not through the blood stream during pregnancy but through the mucous membrane during parturition.) Unchecked, the gonococci spread from the inner eyelids to the cornea, resulting in ulcers and incurable blindness. As a standard precaution the eyes of all newborn babies are required by law in most States to be treated with a silver salt solution.

Like other parts of the body, the eye is subject to malignant growths. One of the most common is glioma, a tumor of the retina which usually occurs in children under 5. Its removal inevitably results in blindness. Glioma is not to be confused with glaucoma, primarily a disease of old age, which accounts for about a third of the blindness of people over 45. Glaucoma is marked by an increase in pressure of the liquid between the cornea and the lens at the front of the eye. No one knows the exact cause of glaucoma, but the pressure can become so agonizingly acute that it will damage the cornea, the lens, and even the retina, unless relieved by an operation.

No disease, but a result of disease or injury, is cataract. The clear lens of the eye gradually becomes opaque, and the resulting cataract is seen from the outside as a light-colored spot in the pupil which, unless it is removed, enlarges and eventually leads to blindness. For an advanced cataract, the remedy is to remove the lens and to give the patient specially-ground glasses to take its place.



A cataract, caused by an injury to the eye appears here as an irregular light spot. In other forms of cataract the pupil of eye is perfectly round and regular. This eye with its cataract is blind, but not incurably.



Pop eyes are "exophthalmos" to a doctor. Eyeballs like those of this Negro boy, which seem to strain out of their sockets, are usually caused by an overactive thyroid gland, can be cured by thyroid treatment or surgery.





**Normal vision** is reproduced photographically in this scene taken from a LIFE office window. Both plant and buildings are equally sharp. Actually the eye focuses on one or the other, but the focal transition is unconscious with normal eyesight.



**Nearsightedness** blurs the distant background of the same scene while the plant in the foreground stays sharp. In nearsightedness, one of the most common eye defects, the eye brings the image of distant objects to focus in front of the retina, but the condition can be corrected by using concave lenses to move the focus back.



**Farsightedness** is what laymen call this distortion of the same scene, with distant buildings sharp and the plant blurred. Most people over 40 have some degree of presbyopia, a difficulty in focusing at close range, as for example in reading. Glasses with convex lenses correct this defect. Savages are usually farsighted.

## CIVILIZATION HAS HURT VISION BUT SPECTACLES DON'T HURT GOOD LOOKS

The photographs above show the subjective effects of some of the common maladjustments of the eye. A great percentage of the 60,000,000 Americans who suffer from defective vision have some combination of nearsightedness, farsightedness and astigmatism. It is seldom that a person has equally good vision in both of his eyes. Even people whose sight is excellent will have a "boss eye" which is distinctly better than the other one.

Civilization has definitely harmed human eyesight. The Chinese, after nearly 4,000 years of civilization,

are a nearsighted race. The uncivilized Tierra del Fuegians, until their extinction, could see almost as far with the naked eye as English sailors could with their spyglasses. Modern education has put a tremendous strain upon the eyes and many a pupil comes out of high school with eyesight definitely inferior to that with which he entered grammar school. Most people refuse to take as good care of their eyes as they do of their digestive systems. They read and work in insufficient light, suffer eyestrain without always knowing it and rebel at the suggestion that they wear glasses.



**Rimless glasses** like these are least conspicuous. These lenses follow the eyebrow line above and the eye socket below.

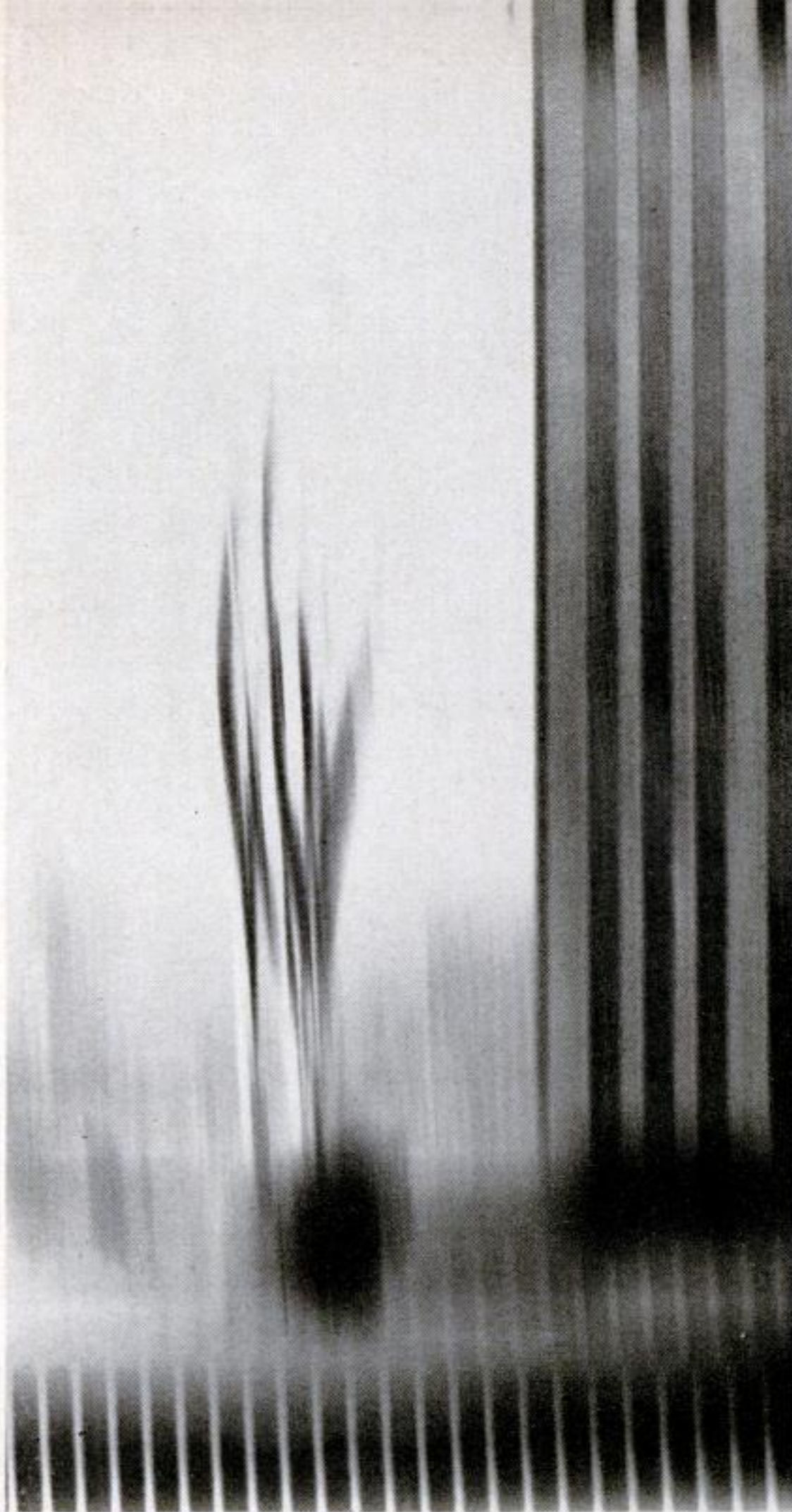


**Utility glasses** should have rims to lessen the breakage hazard. Light imitation tortoise rims like these are gaining favor.



**Harlequin frames** are new fad. They come in many colors, are supposed to give the wearer a young, impish expression.





**Astigmatism**, which is illustrated to an extreme by this blurred view, is a condition in which the eye does not act uniformly over the field of vision. In this case the lens brings vertical lines into sharp focus but blurs the horizontal ones, causing distortion. Cylindrical lenses, set at the proper angle, will correct astigmatism.



**Double vision** can result from crossed eyes, to which doctors give the tony name of "strabismus." Most cross-eyed people, however, do not see double but suppress the image from one eye. Sometimes concussion of the brain or the paralyzing effect of alcohol causes temporary double vision. Prismatic glasses bring images together.



**Cataract** in an early stage makes this scene appear as though seen through a heavy veil. As the cataract grows in size and opacity, complete blindness results. Remedy for cataract is to remove diseased lens and give patient special glasses to take its place.

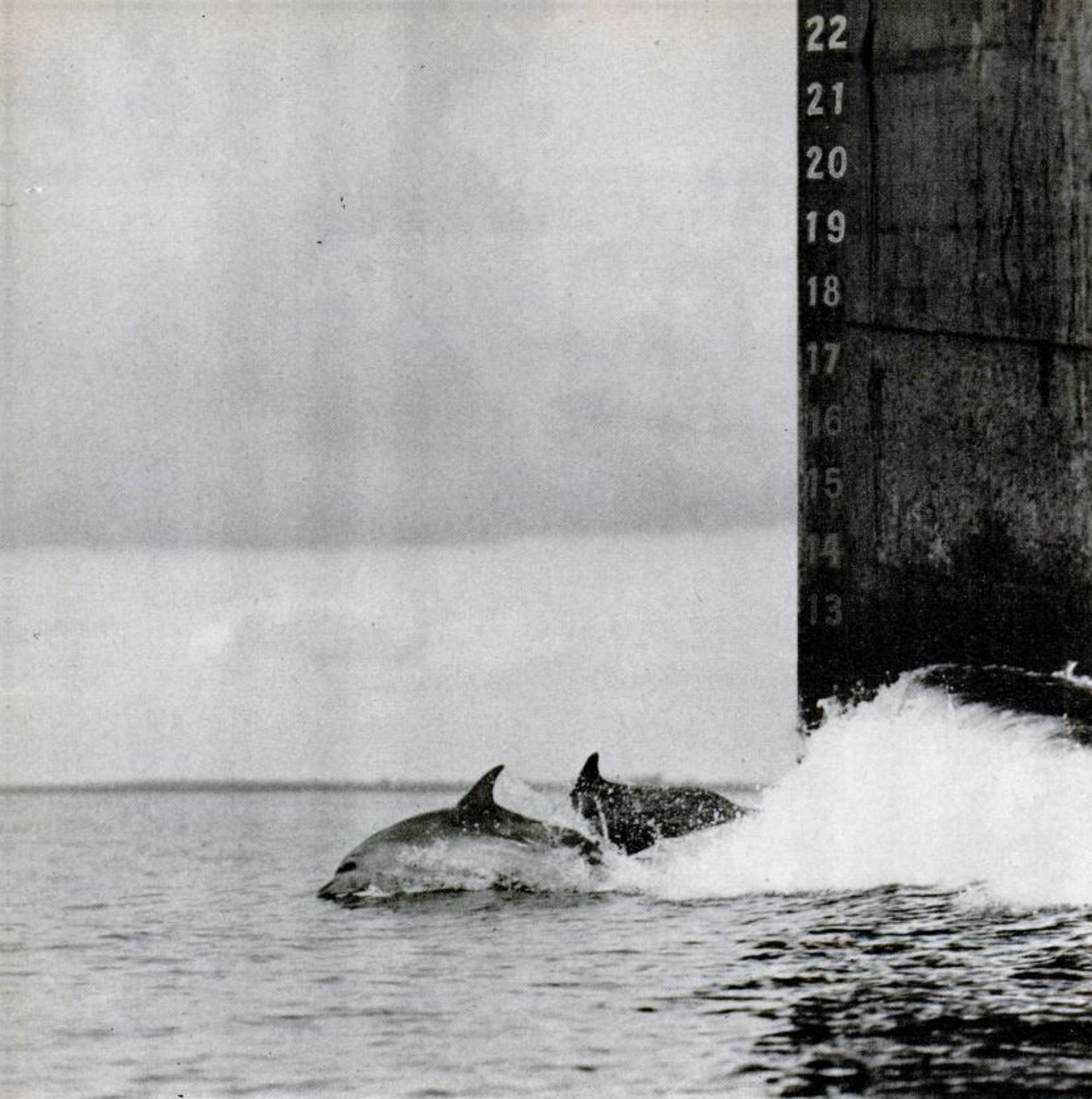
One prime reason they won't wear glasses is because in their vanity they think spectacles mar their good looks. The Better Vision Institute has compiled a set of rules on how to minimize the disfiguring effects of spectacles. Lenses too close together produce a bad-tempered look. Lenses too low produce a tired look. Lenses too small make the eyes look like shoebuttons. Your glasses should be more carefully fitted to you than your clothes. The photographs below show that, by the proper selection of shape and frame, a pretty girl can wear glasses and still look cute and attractive.



**Most conspicuous** are these huge black frames. At the right: dark-rimmed folding glasses that can be quickly hidden away.

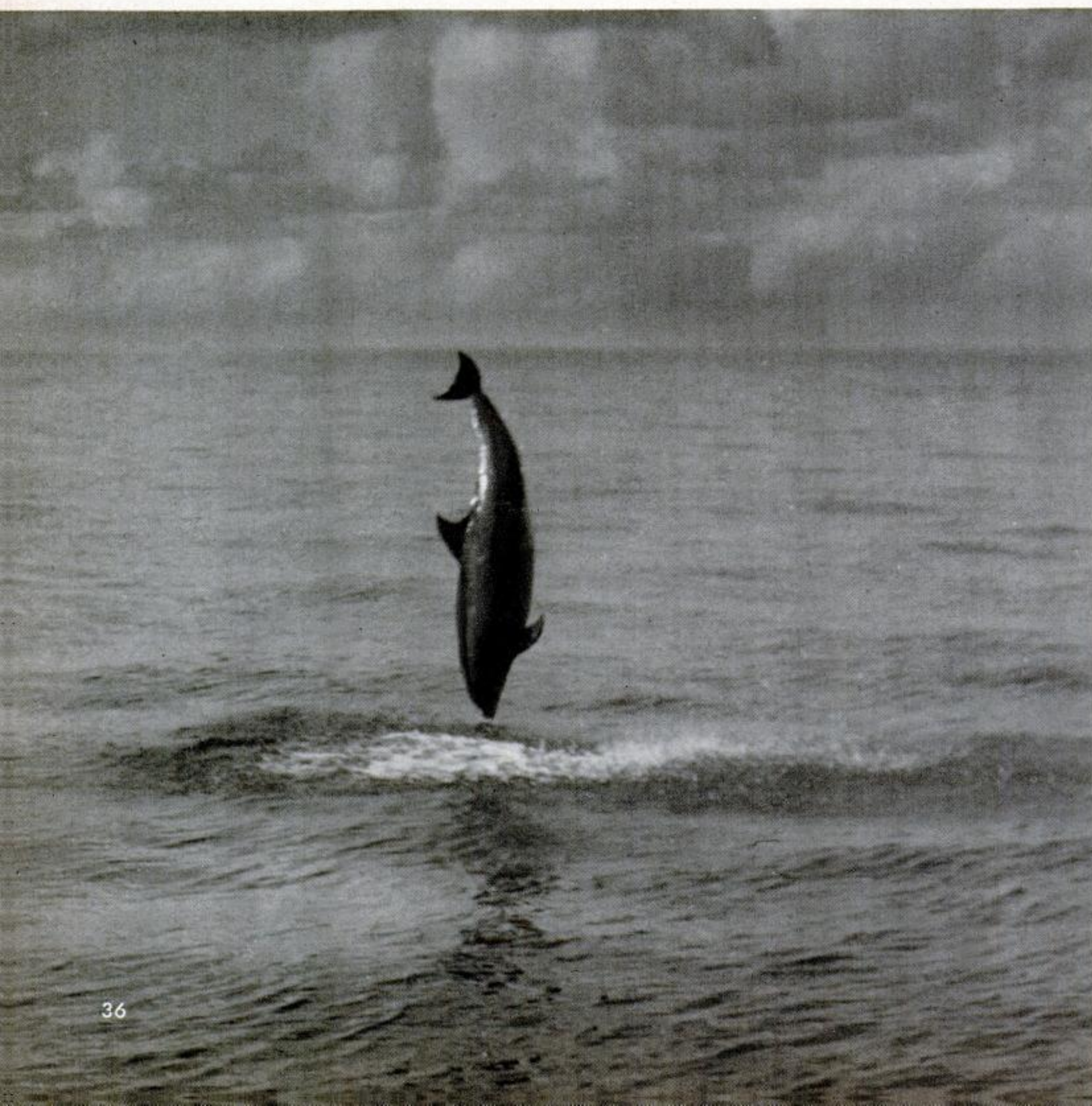






**Porpoises splash** along under the bows. Sometimes they drop back a few feet, let the boat's spray wash sea lice off their backs. Hardly ever will they eat food tossed over-

board. Sailors say that when porpoises are harpooned, they cry like babies, that just before they die, they turn all the colors of the rainbow. Below, a small porpoise jumps high.



## SPORTS

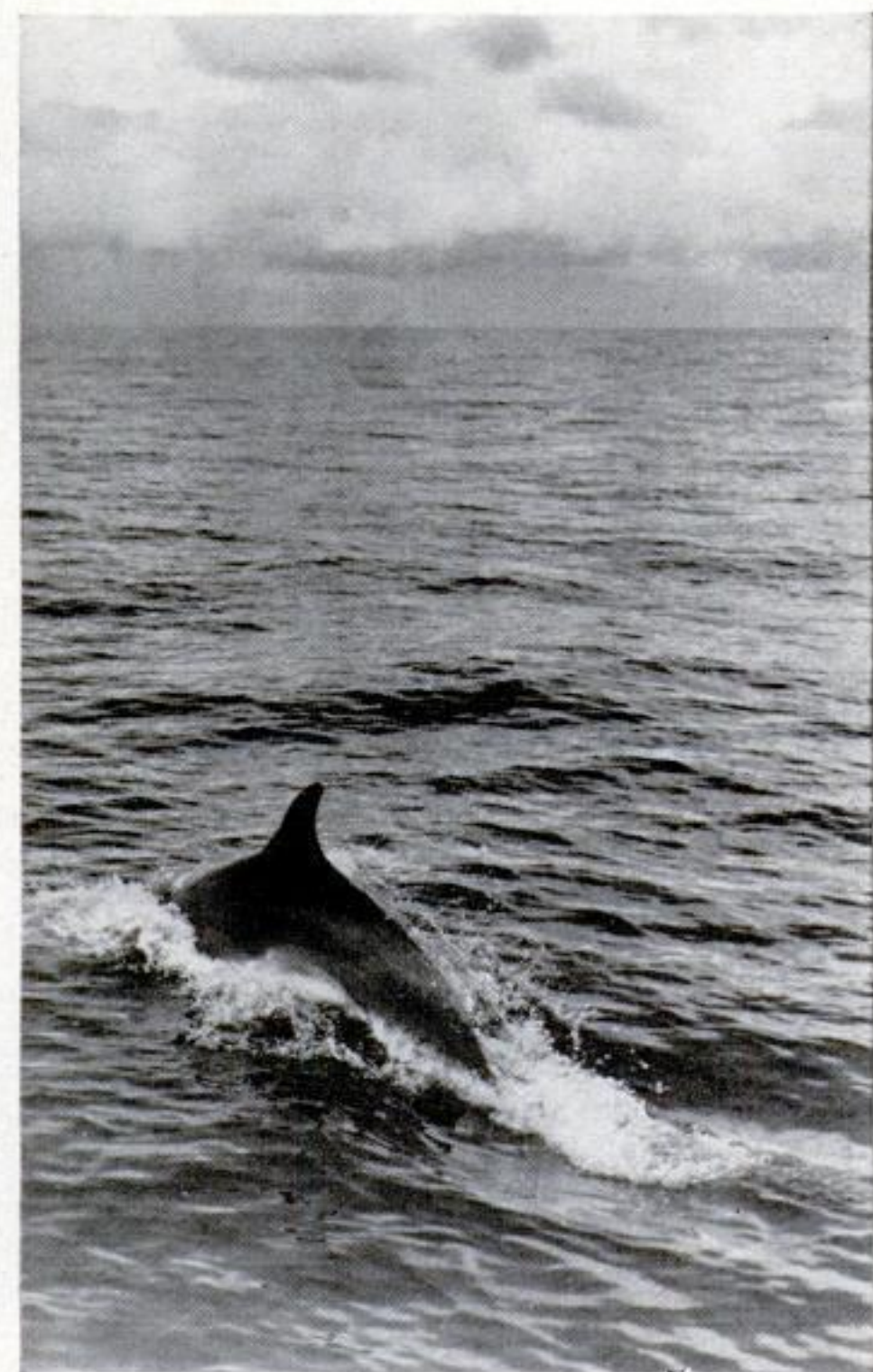
# PORPOISES

## THEY LEAP AND TUMBLE IN GULF STREAM OFF CAT CAY

**N**o creature of the seas is more lively, more friendly or more attractive than the porpoise. Since ancient times, he has been the sailor's best friend. In fact, Greek mythology tells about a porpoise who rescued the famous musician, Arion, from drowning, carried him safely home to Corinth. Today, in every ocean of the world, sailors still think that porpoises, as they playfully splash and tumble under the boat's bows, are an omen of fair sailing.

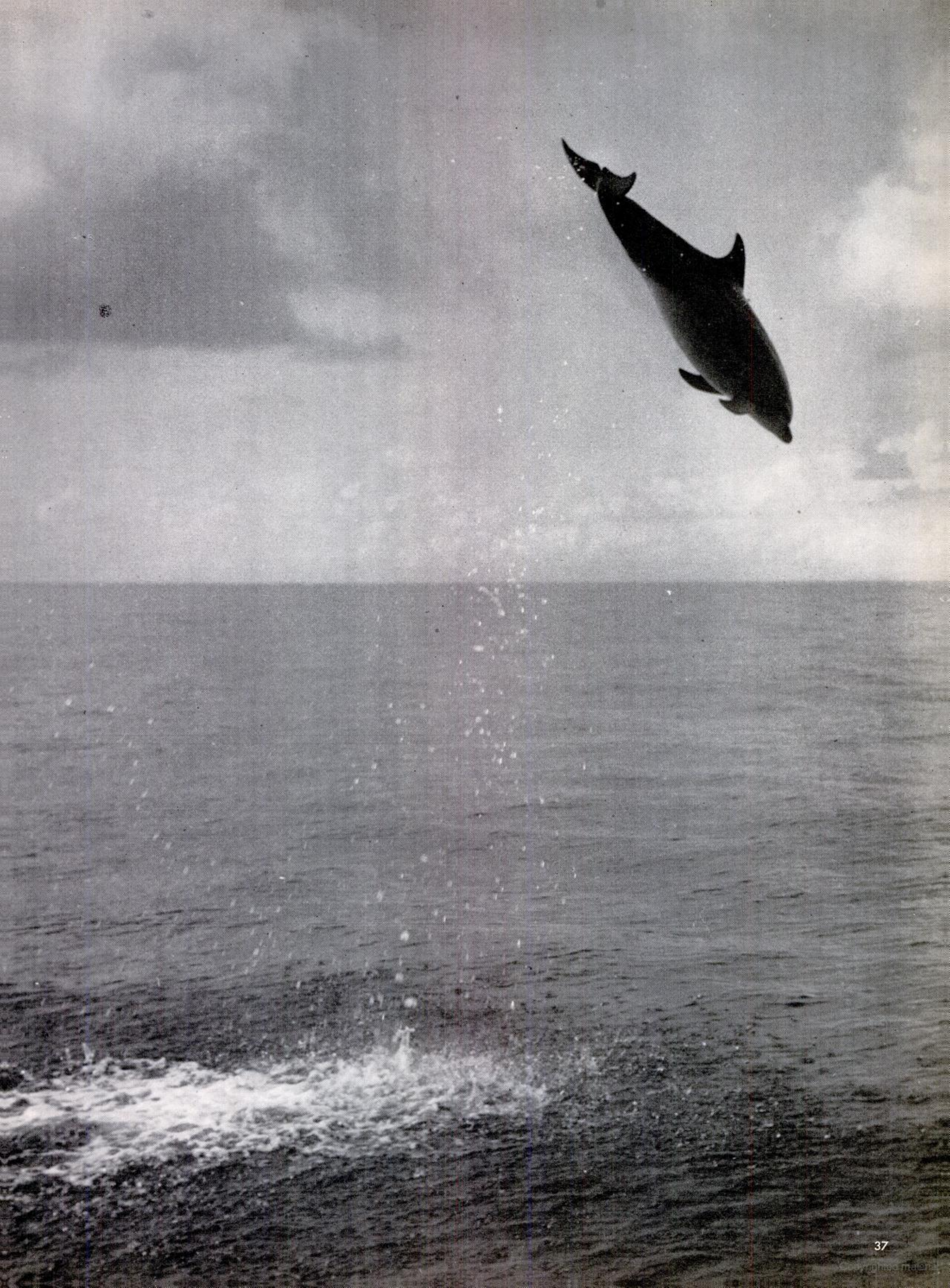
But even sailors have seldom seen porpoises acting as frisky as the ones on these pages. These remarkable pictures were taken off Cat Cay by Captain Lansdell ("Bounce") Anderson, famous deep-sea fishing guide, from the deck of his 30-ft. fishing boat, *Jersey Lightning*. Noticing a particularly playful porpoise on the edge of a big school, Anderson steered over close, happened to snap the 400-pounder just at the top of a magnificent 14-ft. leap (*right*).

For all its playfulness and ability to swim thousands of miles, the porpoise is not a fish. Like the whale, it is a warm-blooded, air-breathing mammal, which gives birth to living young and suckles them with its own milk from its own body. The porpoise is almost impossible to catch on hook and line and its flesh is bad eating. Although it is friendly to human beings, it has about 100 sharp peg-like teeth, can beat a shark in a fight, is said to devour as much as 400 lb. of fish in 48 hours. From sand bottoms it roots up eels with its nose. What amazes sailors most is that although a porpoise looks like a clumsy fat pig, it is one of the fastest swimmers in the world, can make 50 m.p.h., turn a right angle at top speed.



**The porpoise's tail**, large and horizontal, is means of propulsion. It beats up and down. In normal motion (*above*) a porpoise leaps forward curving in and out of the water.





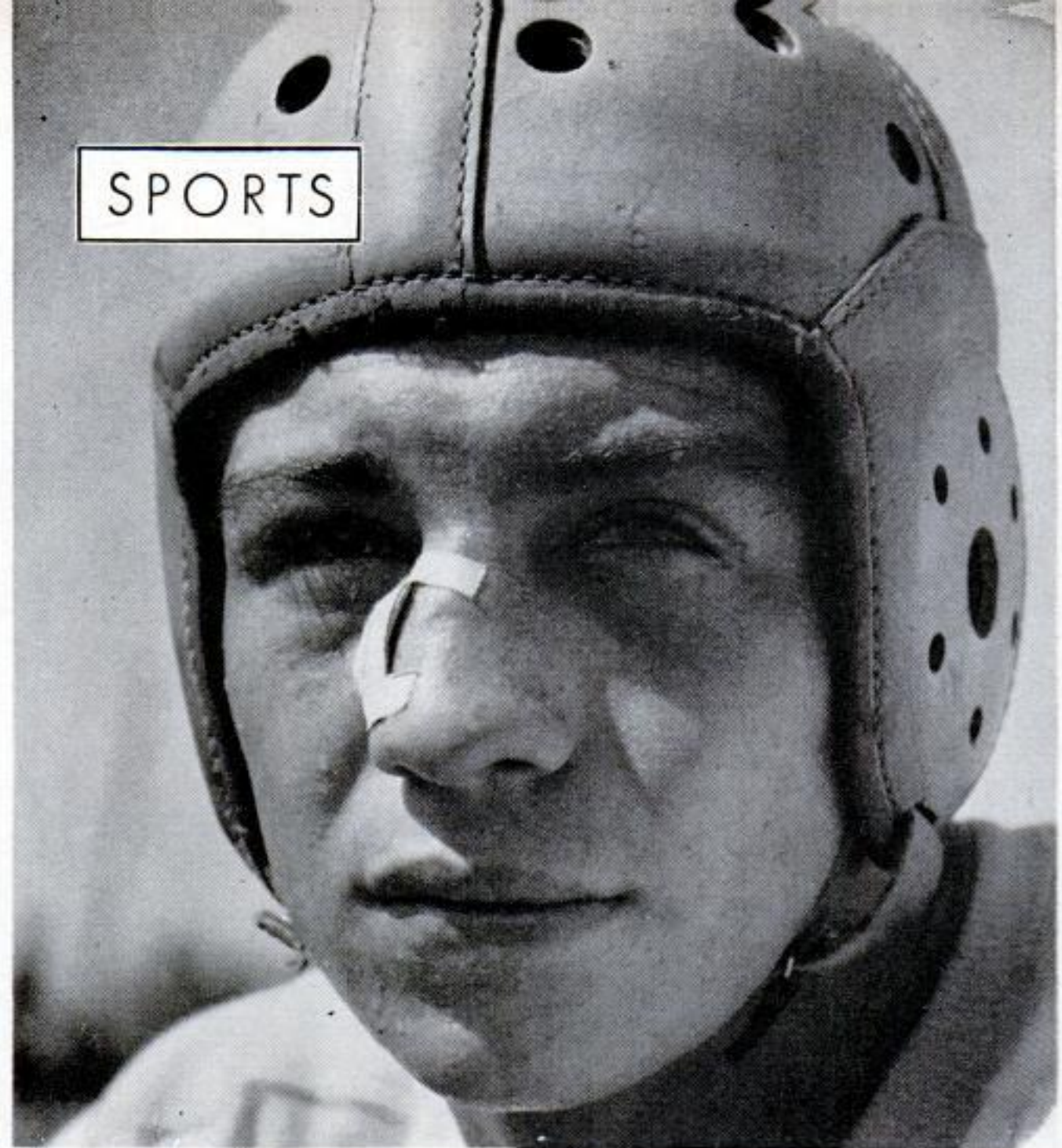


**CALL FOR  
PHILIP  
MORRIS**

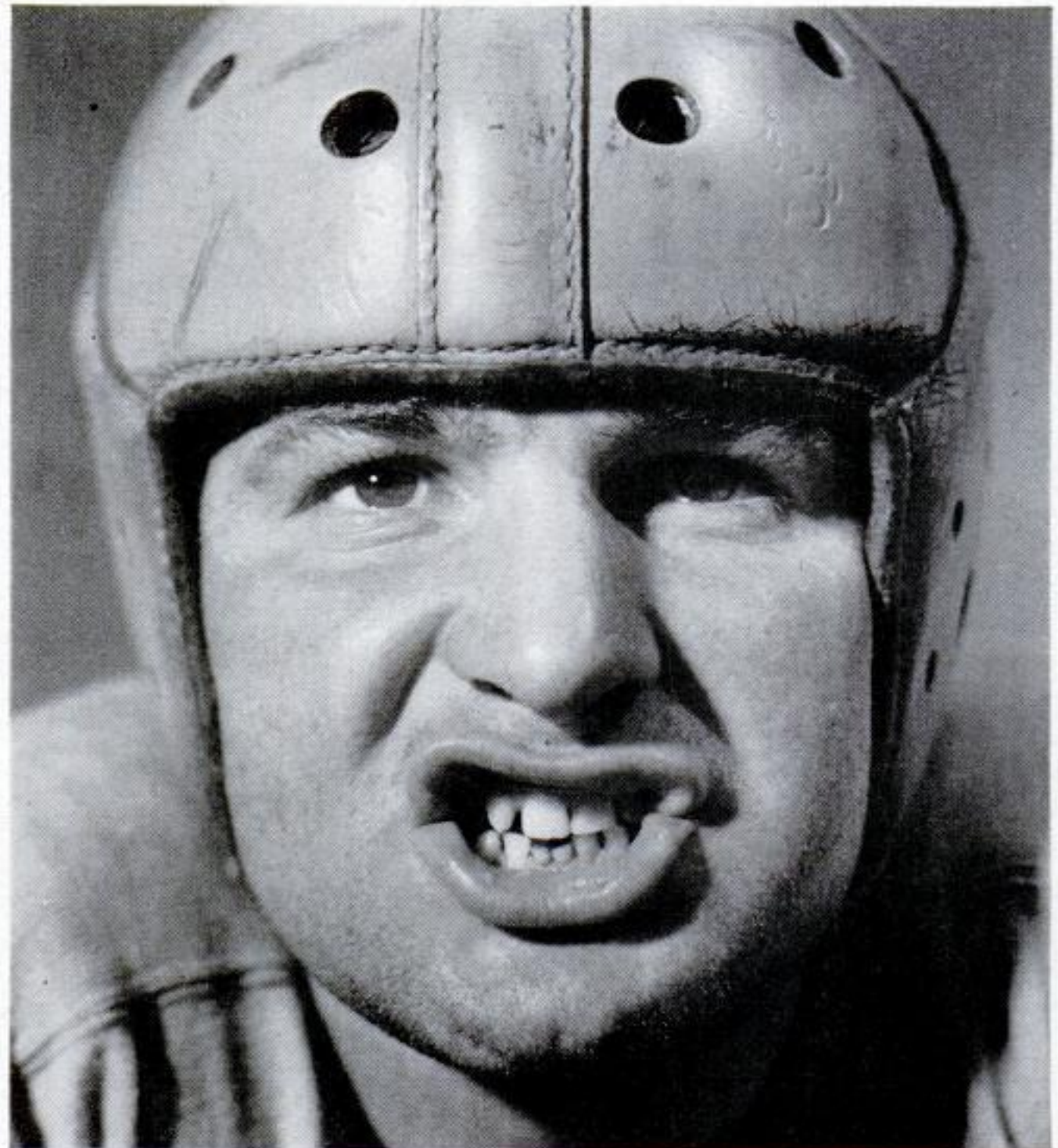
**- AND  
HAPPY  
HOLIDAYS!**

**AMERICA'S FINEST CIGARETTE**

**SPORTS**



**Larry Buhler**, 204-lb. former Minnesota fullback, is typical Packer player. He is studying physical education but will probably play pro football at least five years.



**Joe Laws**, veteran halfback, runs a store in Colfax, Iowa. **Eddie Jankowski** (below) is 25, has played three years with the Packers, someday wants to be a coach.







**The Packers' Lumberjack Band**, popular long ago when the team was first organized, was revived this year. Musicians are Green Bay rooters, get no pay for their music.

## LITTLE WISCONSIN TOWN PRODUCES WORLD'S MOST FAMOUS PRO TEAM



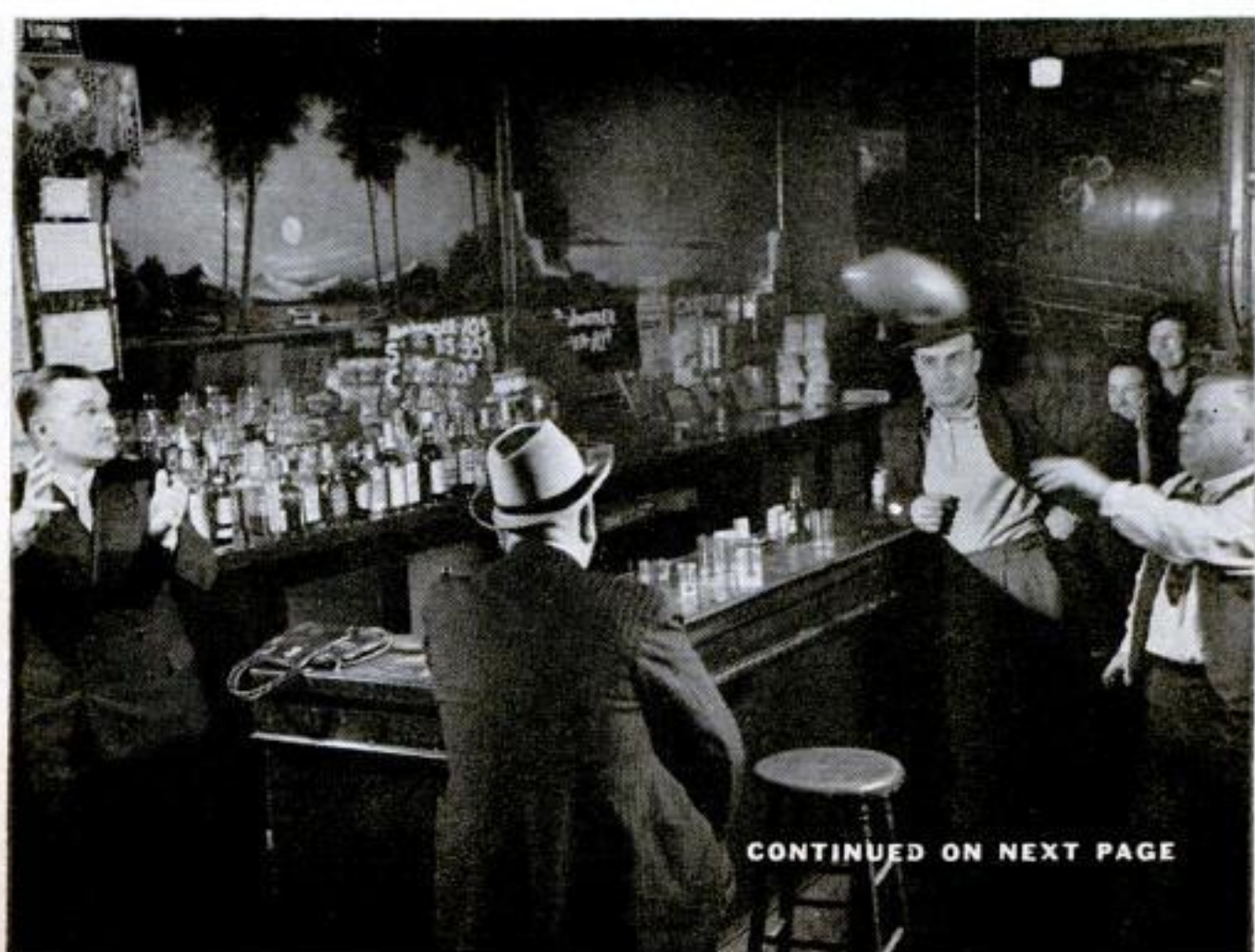
**CURLY LAMBEAU STUDIES PLAYS**

The square-jawed, pug-nosed Belgian at left is one of the best insurance salesmen in Green Bay, Wis. But he is much better known as coach and boss of the most famous professional football team in the world. Last week, as pro football ended its best season with a burst of new box-office records, the miracle of the year was that once more Curly Lambeau's Green Bay Packers, representing a little town of 37,000 people, had played and beaten most of the expensive teams of New York, Chicago, Pittsburgh and Washington.

Green Bay loves football and the Packers regularly fill the municipal stadium with 25,000 people. But Curly Lambeau is its big hero. In 1919, when he was a shipping clerk in a packing plant, he organized the first Packers as a company team. When the company itself folded, Curly sold stock in the team (for \$5 a share) to every fan in town, raised enough money to buy a franchise in the National Football League. In the last ten years, it has never been worse than third in the Western division, and four times it has won the National Championship.

Rival managers wonder how Lambeau can hire such good players, pay them such low salaries as he does. Answer: instead of firing pro stars when they are too old to play, he finds them regular jobs, enables them to have a home, settle down in Green Bay.

**Sham O'Brien's Emerald Isle Tavern** is the most popular Green Bay hangout for Packer rooters. A football is tossed back and forth while they talk about the team.



CONTINUED ON NEXT PAGE

## Lips like yours were meant for laughter

The cool refreshment  
of **SQUIBB DENTAL CREAM**  
can make a thrilling  
difference in the daily  
care of teeth and gums.



First, it's the taste of it . . . the rousing stimulation of its minty fragrance the moment it touches your tongue! And then it's the afterglow . . . that young, clean, all-new sensation that makes your mouth feel cool and fresh as all outdoors.

A quick peek in the mirror, and you'll love the way your teeth look . . . a quick glance at the label and you'll see the reason why the use of **SQUIBB DENTAL CREAM** adds up to such good common sense. For this scientific dentifrice cleans gently and safely, and it contains a neutralizing agent that fights acids, when it comes in contact with them . . . acids that threaten pretty teeth.

Try **SQUIBB DENTAL CREAM** next time you brush your teeth. See for yourself what a refreshing difference a simple little thing like a change of dentifrice can make in your life.

**SQUIBB TOOTH POWDER** also contains a new taste thrill and the same acid-neutralizing properties. It is attractively packaged in a smart cream-and-sepia container.

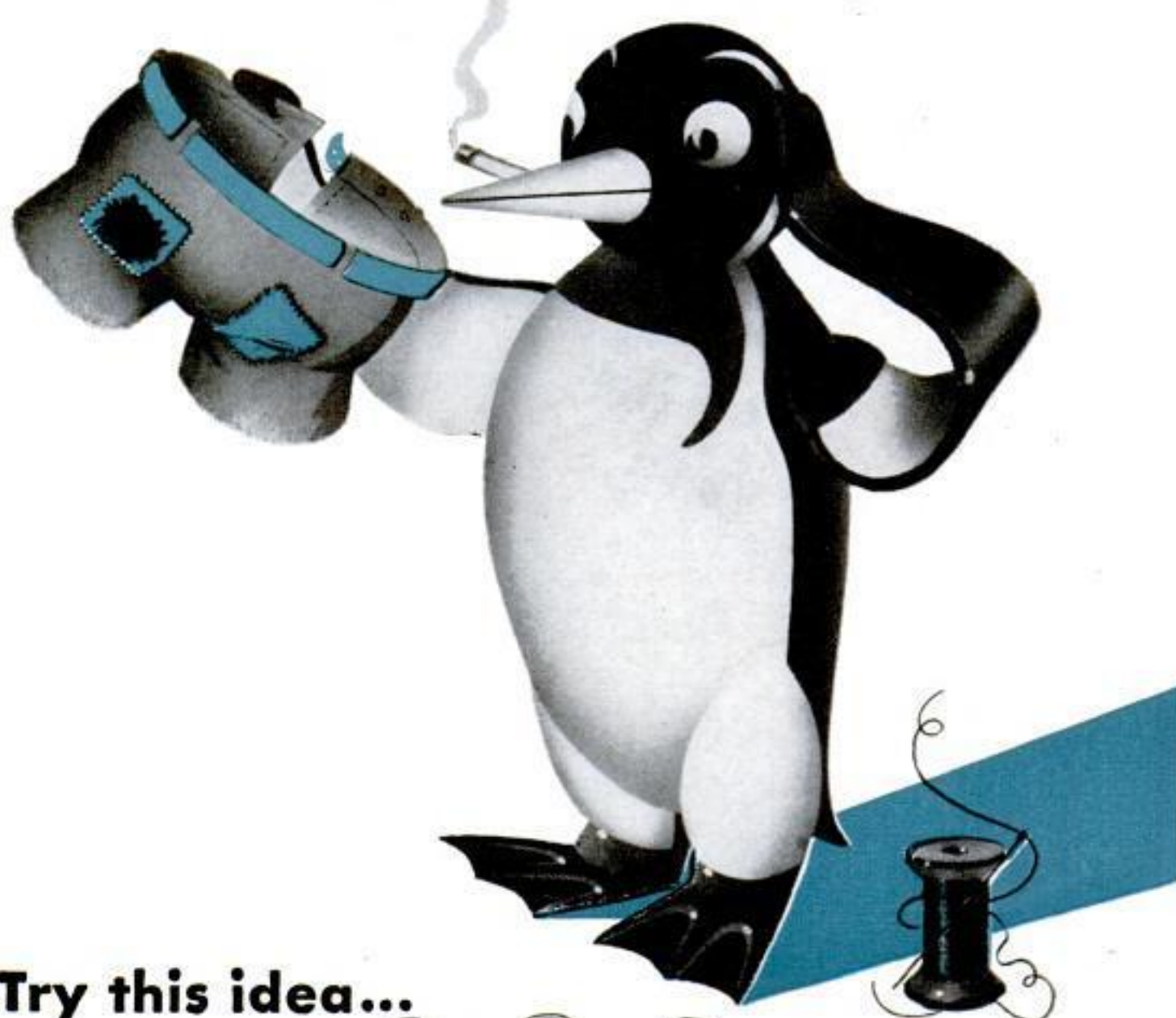


★Taste and feel the refreshing difference

## SQUIBB Dental Cream



# IS YOUR SMOKE TASTE WORN OUT?



Try this idea...

In between the others...  
**SMOKE A KOOL**

1. It gives your throat a welcome change.
2. The mild menthol is definitely refreshing.
3. You'll enjoy all your smoking more.

P. S. KOOLS are so much easier on your throat, lots of folks smoke 'em all the time.



TUNE IN — "Paul Sullivan Reviews the News"—CBS — every night except Sat.

UNION  
MADE

**VALUABLE COUPON ON EACH PACK...FOUR EXTRA IN CARTONS**  
Good in the United States for dozens of worthwhile premiums like these



Cigarette Set of matching chrome and bronze. Box and ashtray...125 coupons.



**FREE.** Write for illustrated new edition B & W premium booklet, No. 17. Address the Brown & Williamson Tobacco Corporation, Box 599, Louisville, Kentucky.



Parker Pen and Pencil Set—Colors: gray, green or burgundy. 250 coupons.

**B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES & BIG BEN SMOKING TOBACCO**

## Green Bay Packers (continued)



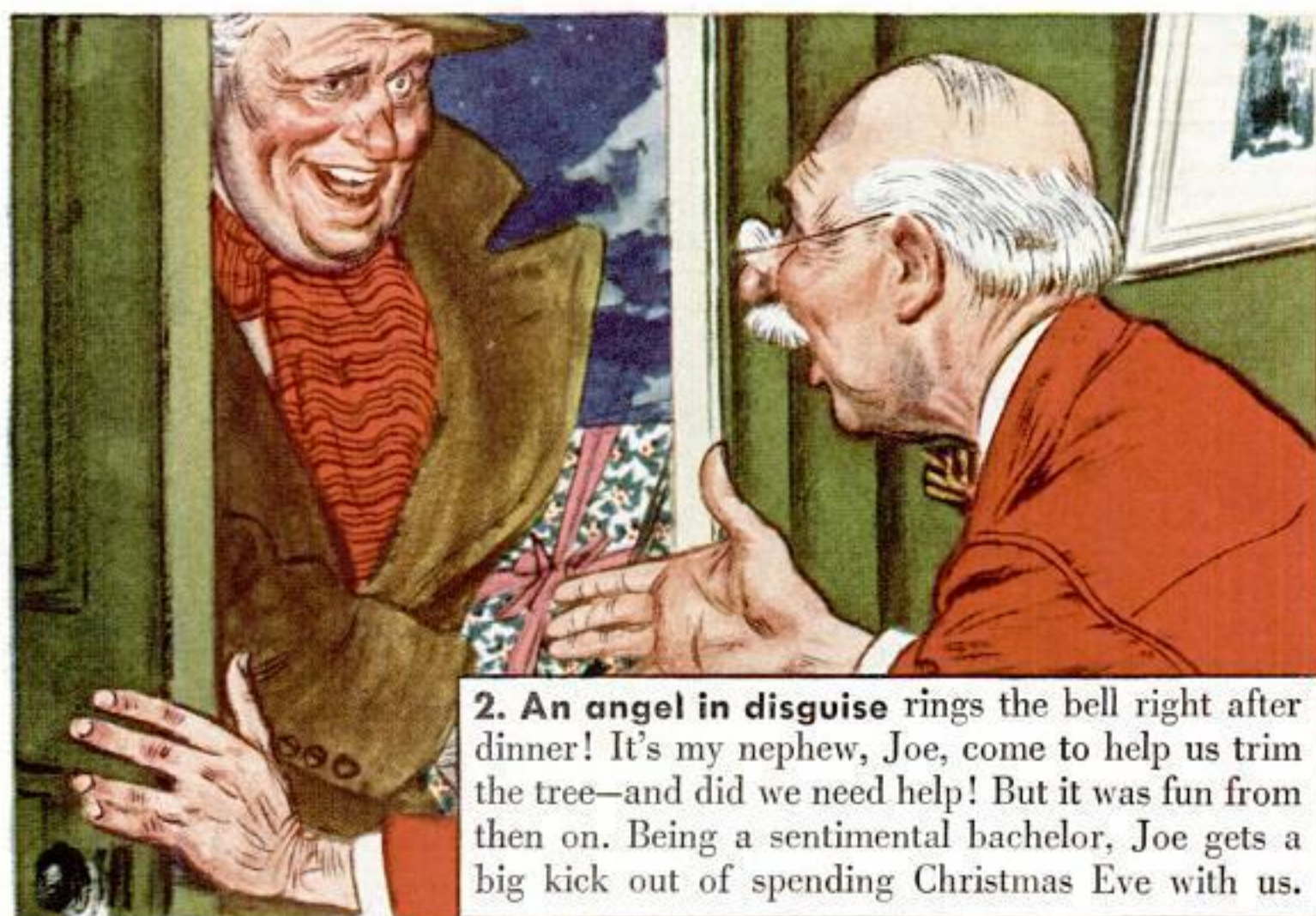
"Baby" Ray, 6-ft. 6-in.-tall tackle, is biggest man on the Packers. Like most of 1939's best college players, he is a Southerner, once played tackle for Vanderbilt.

CONTINUED ON PAGE 43

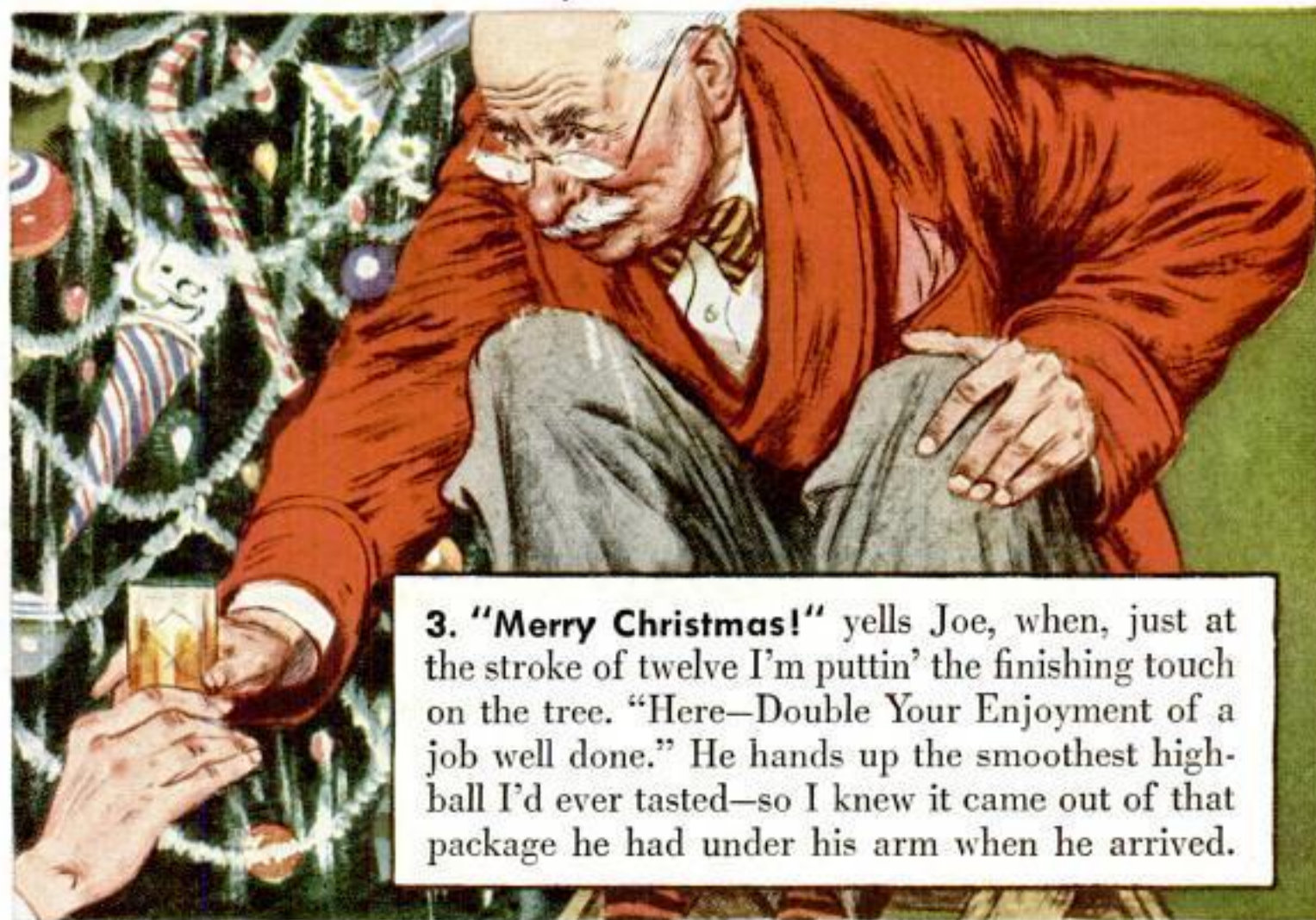




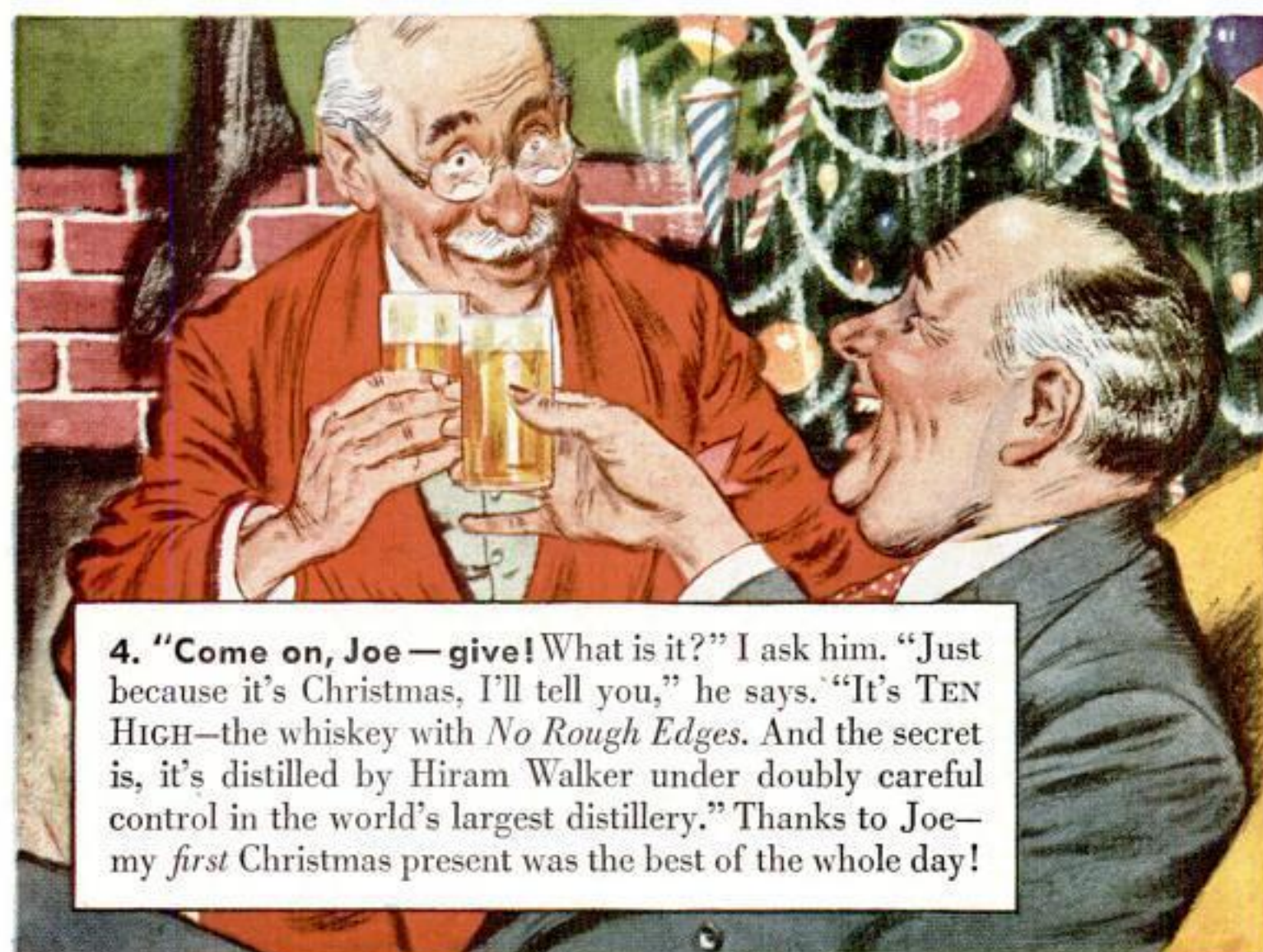
1. Pat, the traffic cop, said it was the biggest Christmas tree for one family he'd ever seen. And by the time I'd lugged it home, I was sure he was right. I don't mind telling you, I was mighty tired!



2. An angel in disguise rings the bell right after dinner! It's my nephew, Joe, come to help us trim the tree—and did we need help! But it was fun from then on. Being a sentimental bachelor, Joe gets a big kick out of spending Christmas Eve with us.



3. "Merry Christmas!" yells Joe, when, just at the stroke of twelve I'm puttin' the finishing touch on the tree. "Here—Double Your Enjoyment of a job well done." He hands up the smoothest high-ball I'd ever tasted—so I knew it came out of that package he had under his arm when he arrived.



4. "Come on, Joe—give! What is it?" I ask him. "Just because it's Christmas, I'll tell you," he says. "It's TEN HIGH—the whiskey with No Rough Edges. And the secret is, it's distilled by Hiram Walker under doubly careful control in the world's largest distillery." Thanks to Joe—my first Christmas present was the best of the whole day!

Double  
your enjoyment  
with

**TEN  
HIGH**

STRAIGHT BOURBON WHISKEY • STRAIGHT RYE WHISKEY  
HIRAM WALKER & SONS INC., PEORIA, ILL.

To say "Merry Christmas"—say "TEN HIGH."  
And give it in this gay, gifty carton that says, "I  
want to Double Your Enjoyment of the holidays!"



90 PROOF



ONE WAY TO SPELL CHRISTMAS IS . . .

# T·A·N·G·E·R·I·N·E·S



**"TANGEY-CLAUS"**—free for the youngsters! Most markets have these amusing cellophane TANGERINE SANTAS. Grand for the tree and filling Christmas stockings! Each sack holds 3 fruit. If your market can't supply you, write to Florida Citrus Commission, Lakeland, Florida.



In most homes, tangerines are as sure a sign of Christmas as Santa Claus himself.

And just about as welcome!

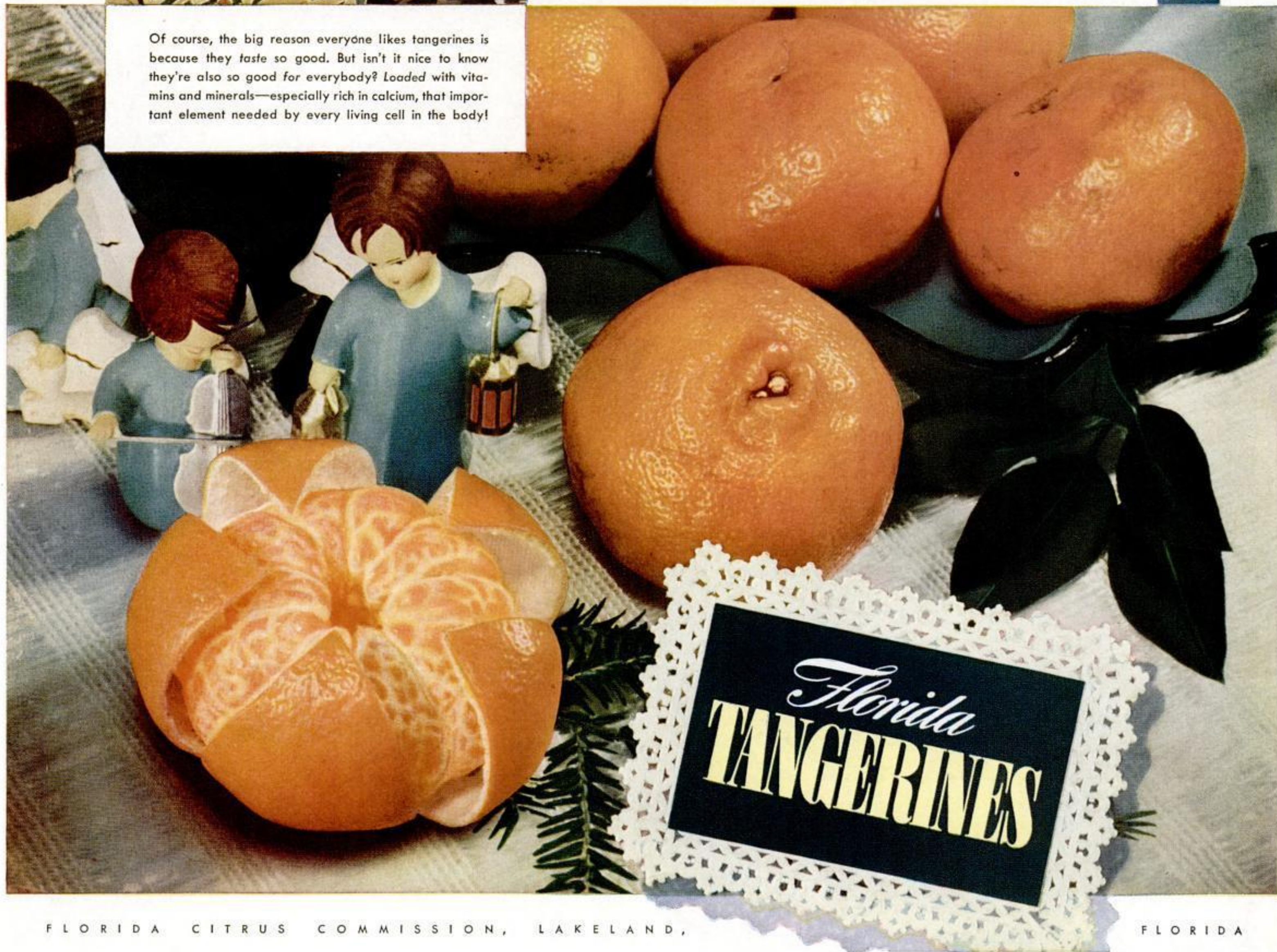
There's something about this gay, festive fruit that seems especially made for good times—their dainty "party" size; their golden-ruddy color; their plump, tight-filled sacs of luscious, tart-sweet juice; even the peeling—so obligingly tender that the tiniest fingers have no

trouble at all "unwrapping" these globes of goodness.

But, like Christmas, tangerines come only once a year—and the season is short. Yet, they come in such generous quantity every family can afford all they want.

So, for the few weeks your market has these delightful tidbits, keep a good supply on hand—just to make sure the youngsters leave some for the grownups!

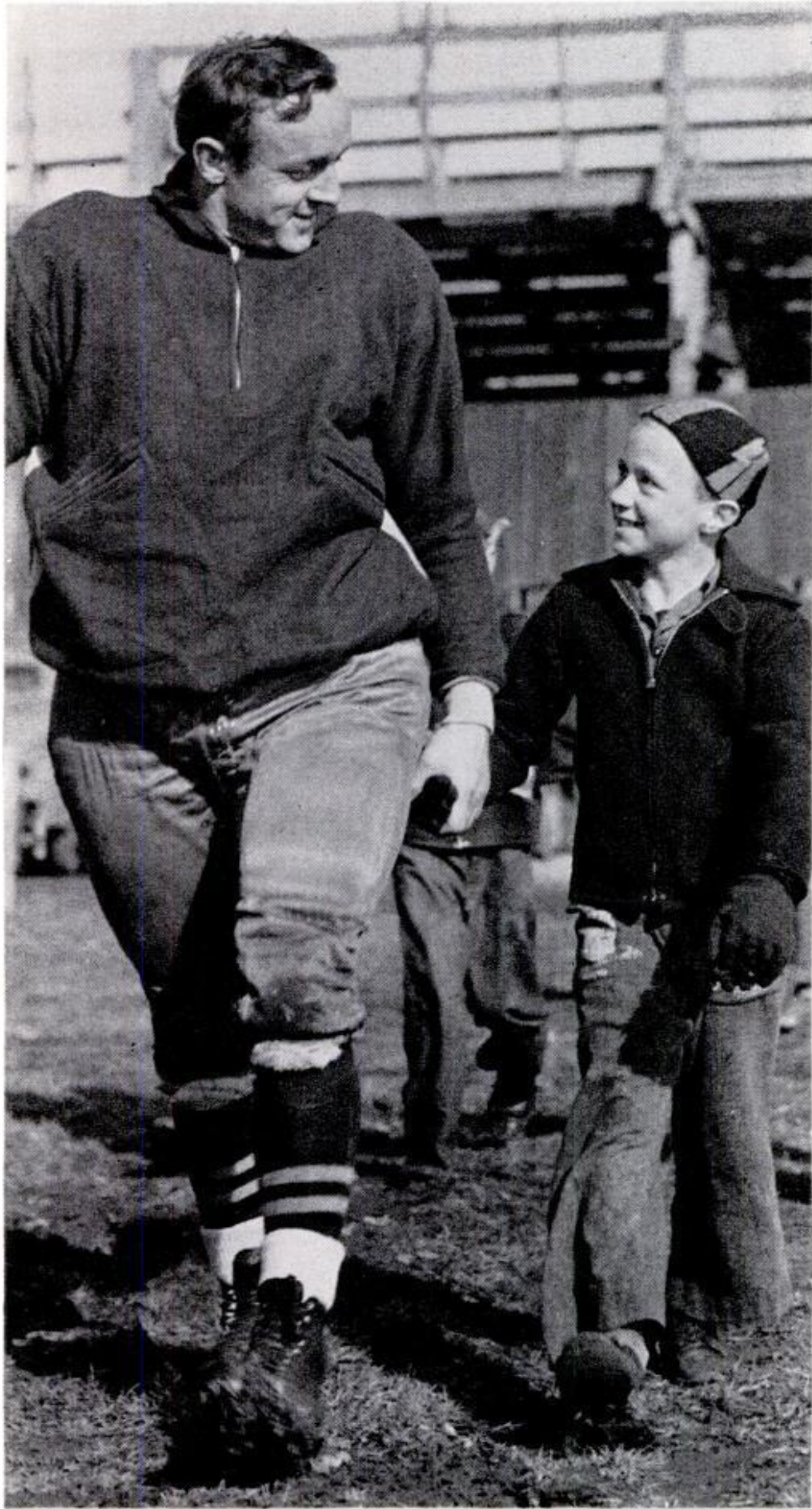
Of course, the big reason everyone likes tangerines is because they *taste* so good. But isn't it nice to know they're also so good for everybody? Loaded with vitamins and minerals—especially rich in calcium, that important element needed by every living cell in the body!



FLORIDA CITRUS COMMISSION, LAKELAND,

FLORIDA





Clarke Hinkle, one of pro football's all-time greats, is a hero to every Green Bay kid. This is his eighth year with Packers. As an undergraduate, he played for Bucknell.



Team practices routine plays in Green Bay's City Stadium, which seats 25,000 people. When team practices trick plays, it uses a field nearby, which has a high fence.

CONTINUED ON NEXT PAGE

# Let Them Have Music Christmas Day And Every Day!



## THE BEST IN ENTERTAINMENT!

**G-E MODEL H-118**—Latest deluxe Radio-Phonograph Combination. Brings you the finest broadcast music—plays your favorite recorded music. Changes records automatically. 11 tubes including Cathode Ray tuning indicator—3 bands—beautiful Eighteenth Century cabinet. Radio reception and recorded entertainment at its finest.

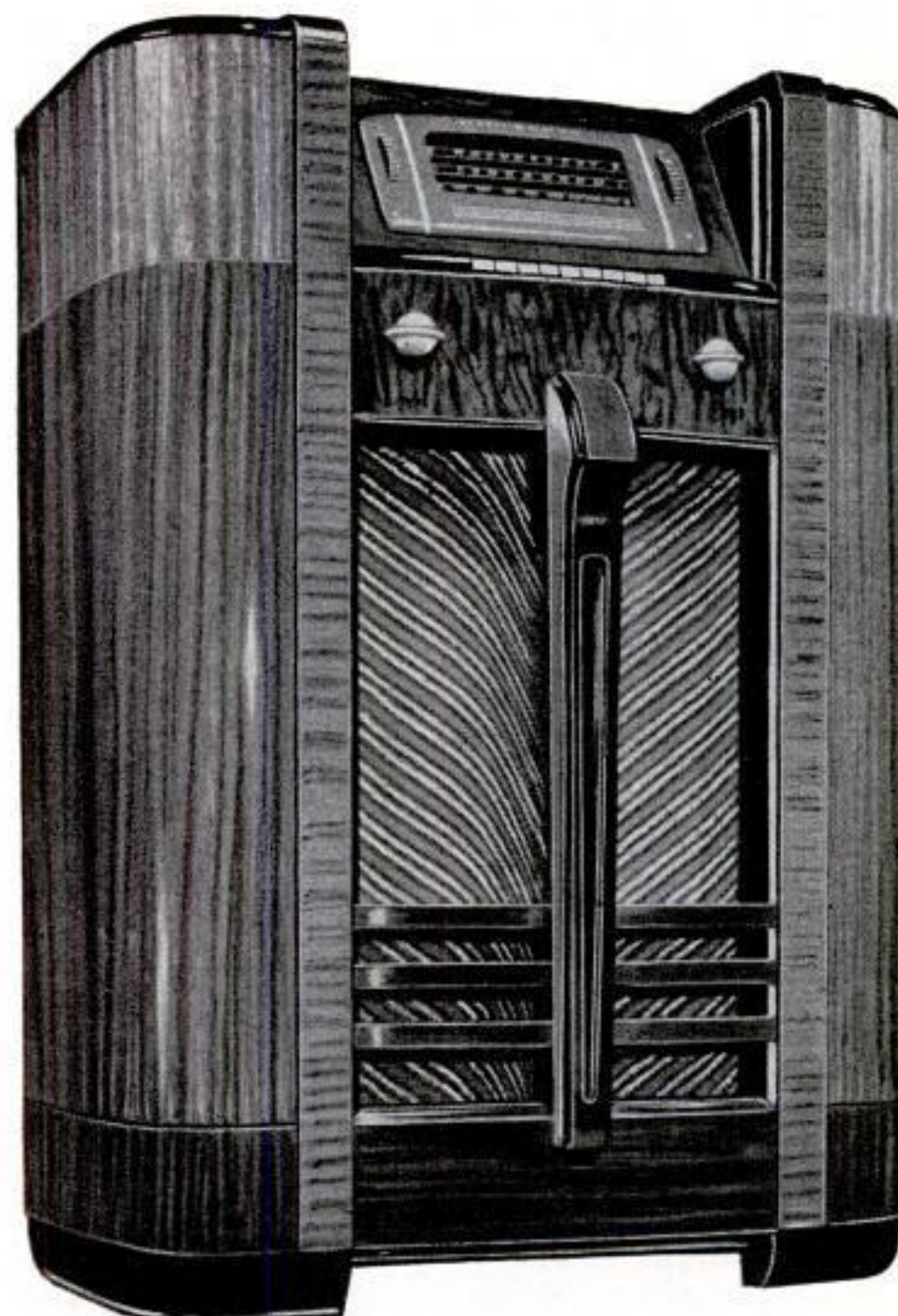


**N**O DOUBT you are wondering—just as thousands of others are wondering—what can be done about the family gift problem. Well—here's a suggestion: Make this a glorious Christmas with the gift of a General Electric Radio set.

A beautifully toned G-E console model or combination radio-phonograph is something the whole family would enjoy—for years to come.

Visit your nearest G-E Radio dealer today. Let your eyes and ears decide which radio will say "Merry Christmas" most convincingly, and economically.

**Easy Terms—Liberal Trade-In Allowance**

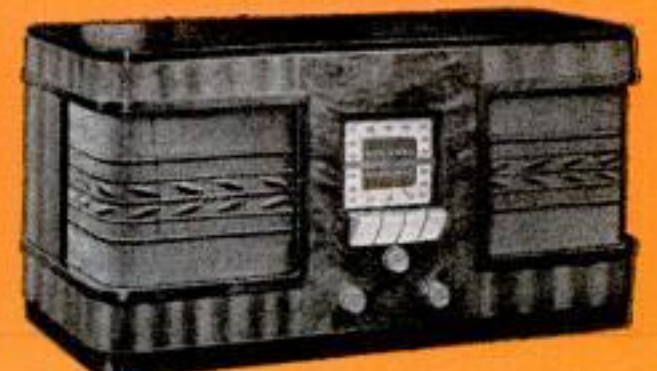


## AN OUTSTANDING RADIO

**G-E MODEL H-87**—One of the finest consoles that money can buy! Equipped with the new Super Beam-a-scope (no aerial—no ground wire)—new 14-inch Dynapower Speaker—Drift-Proof station settings and many other plus-value features. 8 tubes—3 bands—an exquisitely designed cabinet.

"You'll Always Be Glad You Bought a G-E!"

## FOR THE CHILDREN'S ROOMS



**G-E MODEL H-632U**—in a beautiful cabinet of Walnut and Sapeli wood veneers. Equipped with Built-in Beam-a-scope (no aerial—no ground wire)—Dynapower Speaker—6 tubes—Superheterodyne circuit. American and foreign reception.



**G-E MODEL H-530**—a powerful Superheterodyne with a striking cabinet of striped Walnut veneer. Equipped with Built-in Beam-a-scope (no aerial—no ground wire) and the marvelous new G-E Dynapower Speaker. An excellent value!

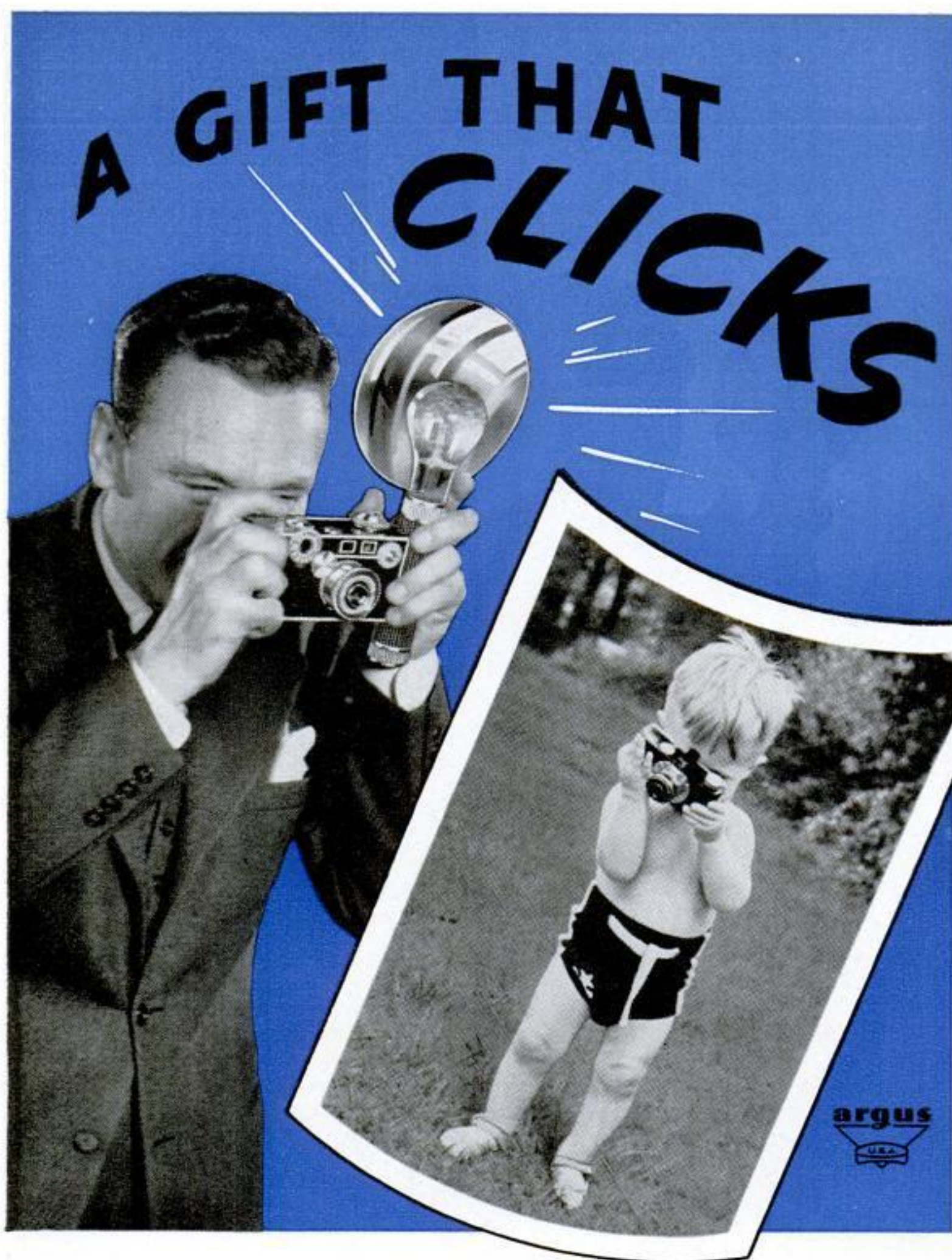
**The Radio With The Big Plus + Value**

For Replacements Specify General Electric Pre-Tested Tubes

**GENERAL  ELECTRIC**

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## Say "Merry Christmas" With An **argus** CANDID CAMERA

**F**LASH your way into someone's heart this Christmas with an Argus Model C3! This thrilling, high speed camera appeals to everyone . . . father, mother, sister, brother, sweetheart, friend.

It's fun to take pictures with the Argus C3. Night and day, indoors and out—the C3 gets the action on the spot, regardless of the lighting. A built-in timer synchronizes flash and shutter speeds. Even a child can operate the Argus C3 . . . it's a gift you can be proud of! Has a wide range of shutter speeds and a fine, fast lens.

Argus Candid Cameras come in a choice of seven different models, from \$7.50 to \$30, each packaged in a beautiful, streamlined Argus gift box.

**argus**  
CANDID CAMERAS  
And Photographic Equipment  
352 Fourth Street • Ann Arbor, Mich.



### Argus Model C3 **\$30**

Flash! And the picture's yours with an Argus Model C3. Built-in timer synchronizes flash and shutter speeds. Coupled range finder; certified f:3.5 triplet Anastigmat "Cintar" lens, fully color corrected. Shutter speeds range from 1/5 to 1/300 second. Uses inexpensive 35 mm. movie film.

**Argus Model M**—Fits in the purse or pocket; f:6.3 lens. **\$7.50**

**Argus Model A**—f:4.5 lens; 1/25 to 1/200 second shutter. **\$10.00**

**Argus Model A2**—Built-in exposure meter; f:4.5 lens; 1/25 to 1/200 second shutter. **\$12.50**

**Argus Model A2F**—Calibrated focusing mount; built-in exposure meter; f:4.5 lens; 1/25 to 1/200 shutter. **\$15.00**

**Argus Model K**—Coupled exposure meter; zone focusing; top loading; f:4.5 lens; 1/25 to 1/200 sec. shutter. **\$19.50**

**Argus Model C2**—Coupled range finder. Certified f:3.5 "Cintar" lens; shutter speeds from 1/5 to 1/300 sec. **\$25.00**

## Green Bay Packers (continued)



**Bud Svendsen**, former center at Minnesota, teaches Son Mike how to pass the ball. In the off seasons Bud still studies at Minnesota, hopes to get his master's degree.



**Hank Bruder** runs a tire shop in Green Bay. At 32, he is oldest Packer on team.



**Ernie Smith**, bald-headed tackle, spends off time feeding 11-month-old Ernie Jr.



**Arnie Herber**, great passing back, runs a clothing store in De Pere, five miles from Green Bay. He is married, has one daughter. This is his ninth year with the Packers.



# A BOTANY LESSON FOR PEA LOVERS

or why *Green Giant Peas* have set a new standard of fresh, tender flavor



The pea-flower from which pod develops. Delicate white; five petals.



Blossom falls from the stem to disclose formed length—peas the size of pin heads.



BREED S-537



On a certain morning in June, some of the peas reach the size of 9/32 inch in diameter—or what trade knows as "No. 1 Sieves."

Peas mature rapidly. On a hot summer day weight of peas per acre can increase as much as 600 pounds between sun-up and sun-down. Illustration shows Breed S-537 ready for harvest.

Peas reproduce very slowly—at rate of 4 to 1. Only four seeds can be obtained from every seed planted. Corn, on the other hand, reproduces at rate of 600 to 1. That is why our problem has always been to get enough seed to meet growing demand for Green Giant Peas. That's why we have grown seed in New Zealand and other countries south of the equator during their "winter-summer" to supplement the supply.

Garden peas have a long and romantic history. "Pisos," the Greek word for it, are referred to by ancient writers, and dried peas, sealed in earthen jars, were discovered when excavating the ruins of ancient Troy.

They were a great delicacy in the court of Louis XIV, when they were eaten like artichoke, the whole pod dipped in sauce.

They were brought to America by the early colonists in New England and Maryland.

Much has been done to develop the flavor and tenderness of peas and there are some 500 different varieties in America today. But it remained for the botanists of the Minnesota Valley Canning Company to discover an entirely new

variety, which has become the most popular quality pea in America.

We refer to Green Giant Brand Peas. The secret breed (S-537) from which these peas are packed is an infant prodigy. The secret of the breed is that it grows to large size while still very young and tender, and has a distinctively delicate flavor—never duplicated.

We take unusual precautions to bring you these special peas in the freshest possible condition. Green Giant Brand Peas are harvested at the fleeting moment of perfect flavor, rushed into cans, often less than three hours from the vines. You will find them a real delicacy and will recognize them by the Green Giant on the label.



This 17-oz. can contains two cups of peas—about as much as you would get from shelling two pounds of raw peas. This should serve four or five people amply.

Packed only by Minnesota Valley Canning Company, Le Sueur, Minn., and Fine Foods of Canada, Ltd., Toronto, Ont. Also packers of the following exclusive brands of corn: Niblets Corn (Whole Kernel), Del Maiz Corn (Cream Style) and Niblet-eats (Corn-on-the-Cob).



## Green Giant Peas

BRAND

"GREEN GIANT" BRAND REG. U. S. PAT. OFF.



# Only "the Finest" is Fine Enough for Christmas



*All These Seagram Products are Beautifully Encased in Special Christmas Packages Reproduced from Luxurious Antique Tapestries and Modern Brocades*

**Very Rich**  
SEAGRAM'S KING ARTHUR  
DISTILLED LONDON  
DRY GIN

"America's Richest" Gin. In cocktails, tall drinks or even straight, this "soft-stilled" gin is super-smooth and mellow. Stays rich to the last drop. Distilled from American Grain. 90 Proof.

**Mild and Mellow**  
SEAGRAM'S ANCIENT  
BOTTLE DISTILLED  
DRY GIN

"The World's Finest". Pale golden in color. Mild as a vintage sauterne. Makes the smoothest Martini you've ever tasted. A magnificent gift. Distilled from American Grain. 90 Proof.

**Milder Flavor**  
SEAGRAM'S 5 CROWN  
BLENDED WHISKEY

"America's Finest" "all purpose" whiskey — for smooth highballs or cocktails. An extremely popular Christmas gift. Deliciously mild — with a pleasingly delicate flavor. 27 1/2% straight whiskeys. 72 1/2% Grain Neutral Spirits. 90 Proof.

**Richer Flavor**  
SEAGRAM'S 7 CROWN  
BLENDED WHISKEY

"America's Finest" rich whiskey. An ideal gift for the man who likes a light bodied whiskey with rich, full rounded flavor. Specially fine for mixed drinks — or with soda. 40% straight whiskeys, 60% Grain Neutral Spirits. 90 Proof.

**Extremely Delicate**  
SEAGRAM'S "V.O." BLENDED  
CANADIAN WHISKY

"Canada's Finest". Most delicate of all whiskeys. For the man who appreciates rare old Canadian Whisky. Lighter tasting, we believe, than any Rye, Bourbon or Scotch of any age. 86.8 Proof. 6 years old. A masterpiece of the blender's art.

**Hearty and Robust**  
SEAGRAM'S PEDIGREE  
STRAIGHT BOURBON  
WHISKEY

Distilled in Canada. "Canada's Finest" bonded whiskey. For those rugged individuals who prefer a rich and hearty drink. 8-year-old bottled-in-bond under Canadian Government supervision. 100 Proof.

*Seagram-Distillers Corporation, Executive Offices: New York*

## Say Seagram's and be sure of "the Finest"





*"Come Landlord fill the Flouting Bowl"*

The above painting was inspired by an old English verse, composed by John Fletcher, a contemporary of Shakespeare. This hearty old melody is still sung today as a popular expression of good fellowship and good cheer.

Giving or serving Seagram's at this season of the year is not only a gracious compliment—but an unquestioned reflection of your own good taste. For 82 years, ever since 1857, the name "Seagram" has been a hallmark of quality, a symbol that stands for "the finest".

**"The Finest" Stores and Bars are Featuring the above Seagram Display during the Holidays • Look for it**



# For a Sentimental Person with a Practical Side!

**T**INSEL and trinkets surely have their place in the scheme of Christmas. But to practical people this joyous day calls for gifts of lasting worth that better express one's deepest sentiments. So again this year G-E has provided a rich array of gifts that bestow happiness throughout the year.

What could the lady of your heart cherish more than a gift to preserve youth? These magic servants do just that. They bring her freedom from household drudgery that wears away youth. Yet they consume electricity sparingly, and that itself is cheap—the more of it used the less it costs per unit.

There are more than 150 G-E youth-saving appliances from which to choose. Your G-E dealer is now featuring a "Treasure Island" display to make selection easy. Prices begin at \$1, and the higher-priced gifts are available on G-E's easy payment plan.

**Remember—It's So Easy To Stay Young Electrically**



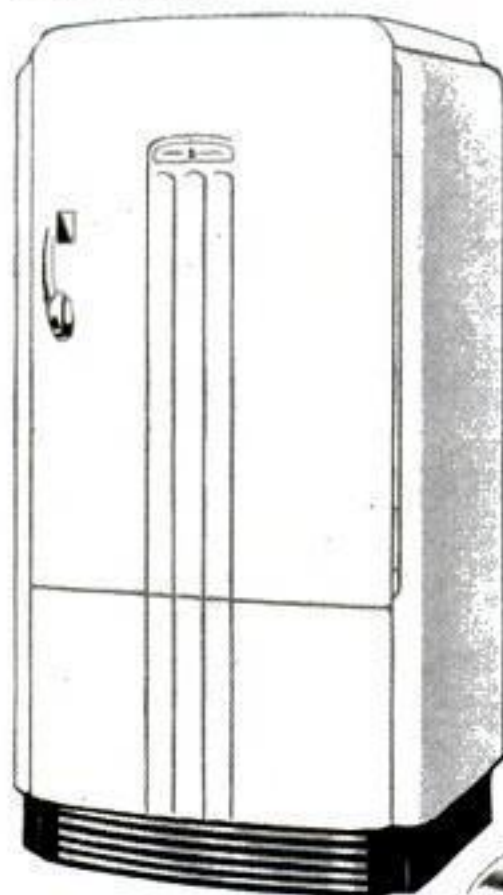
*For Housewives, Brides and Bachelors*



**G-E CONSOLE RADIO**—New Super Beam-a-scope. No aerial—no ground. New Dynapower Speaker. New Visualux Dial. Exquisite Tone. Feathertouch Tuning. Beautifully styled cabinet work. Easy terms.



**G-E RANGE**—Here's clean, cool, electric cooking that's fast and economical, too. A variety of styles to choose from. Cooks whole meals perfectly—even when you're away from home. Ask about its Thrift Cooker, Tripl-Oven, Tel-a-cook Lights, and the 5-speed Calrod Cooking Units. See them all at your nearest G-E dealers. Attractive terms available.



**G-E REFRIGERATOR**—Triple-Thrift Refrigerator with Selective Air Conditions—the most practical low-cost method yet devised for convenient, economical food preservation in the home. Saves you steps and operates cheaply. An outstanding buy today is a special big "Thrifty Six" model. Other sizes ranging from 3 to 16 cubic feet capacity.



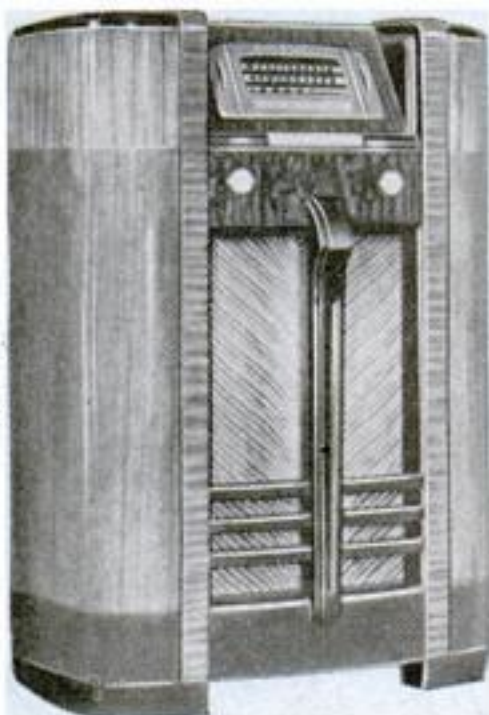
**G-E CLEANER**—Lightweight, easy to handle; toe-tip adjustment that ends stooping. Powerful suction gets all the dirt. Model illustrated, \$44.95—others from \$29.95.

All prices subject to territorial variations.

**Shop This Christmas At  
Treasure Island**



**M**ERCHANTS who have your youth at heart are featuring this handsome display. Look for it . . . and study it well. It holds many an attractive time, temper and energy-saving G-E appliance that you, too, may have in your home for little money. Every one of these G-E appliances is popularly priced. Every one an ideal gift. This is a chance for you to acquire another electrical servant—at small cost.



**GENERAL  ELECTRIC**





NO AGE LIMIT FOR BRITISH KNITTERS



FIVE-YEAR-OLDS AT THE HARRIS ORPHANAGE, PRESTON, KNIT FOR SAILORS



OLDSTERS HELP IN KNITTING CAMPAIGN

## EVERYBODY'S KNITTING "COMFORT REQUIREMENTS" FOR BRITISH FIGHTERS

The home front in Great Britain has started its great knitting offensive. For God and Country, for strengthening the bonds of Empire, for the defeat of the Nazi enemy, men in pubs and boys in orphanages, women in limousines and chorus girls in their dressing rooms are knitting feverishly. Under the auspices of the Women's Voluntary Services for Civil Defence, lists of "comfort requirements" for the Royal Air Force, the Navy, the Mercantile Marine and the Army have been issued. Newspapers carry daily features on what and how to knit. Estimates are that 5,000,000 women and thousands of men are now

enrolled in the great purling and plaining campaign.

Obvious is the importance of garments being knit. Of even greater importance is the fact that much of the prosperity of the Empire depends on its wool consumption. Three great British Dominions—Australia, Union of South Africa and New Zealand—are primarily wool-producing countries. The knitting campaign has made the demand for wool ten times greater than during peacetime. Thousands of pounds of wool are knitted weekly into socks, mittens, mufflers, scarves, helmets and sweaters. For examples of these military "comfort requirements," turn the page.

CONTINUED ON NEXT PAGE



DORCHESTER HOTEL PAGE BOYS



CHORUS GIRLS KNIT BETWEEN SCENES IN DRESSING ROOMS



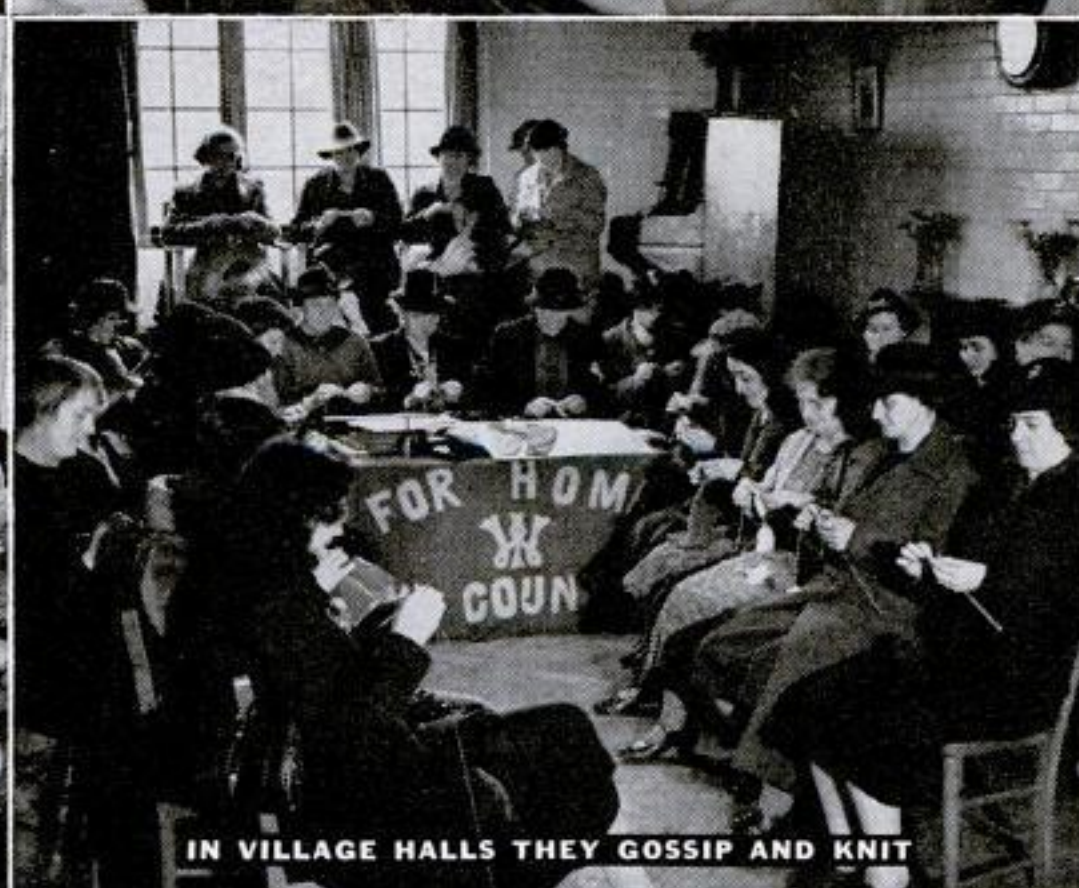
AMBULANCE DRIVER SULLIVAN



CIGARET KIOSK SALESGIRL KNITS A SWEATER



A PUB TAPROOM



IN VILLAGE HALLS THEY GOSSIP AND KNIT



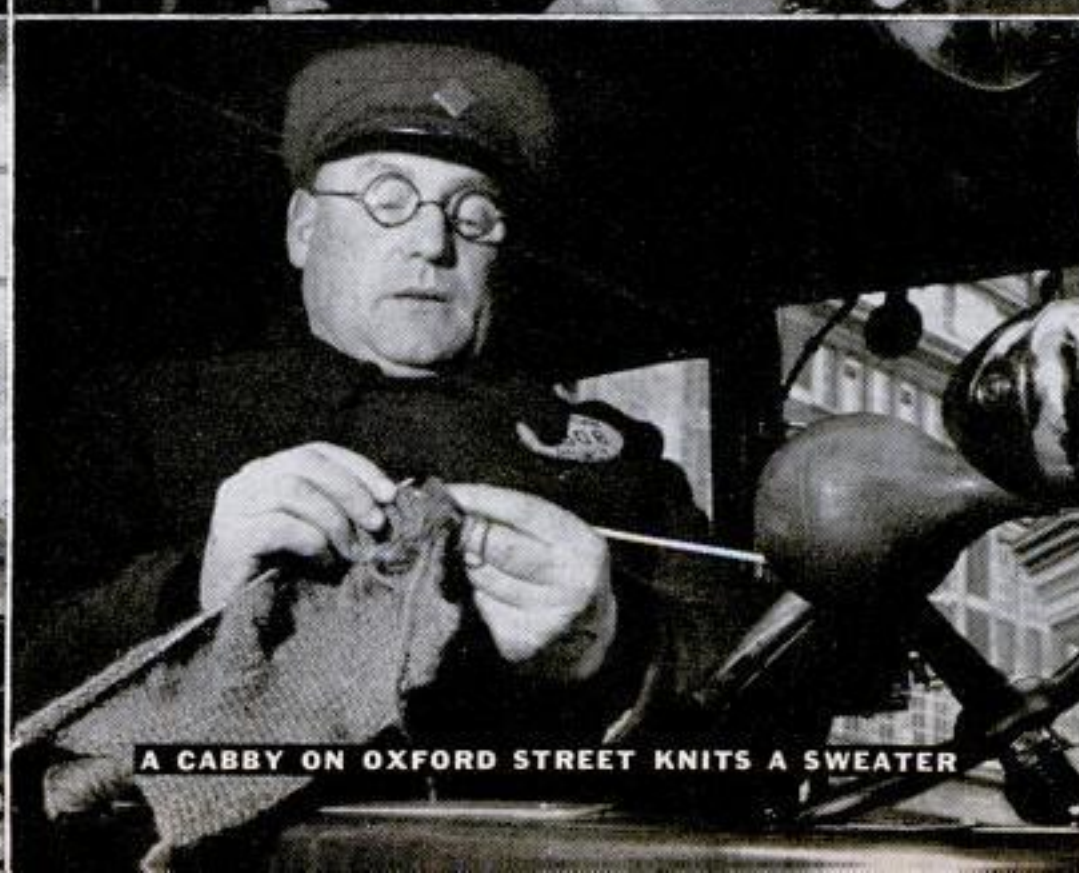
DRIVER HENRY SLATER



YEAR-OLD "GATE REVIEW" NOW HAS KNITTING SKIT



WAITING WAITERS KNIT



A CABBY ON OXFORD STREET KNITS A SWEATER



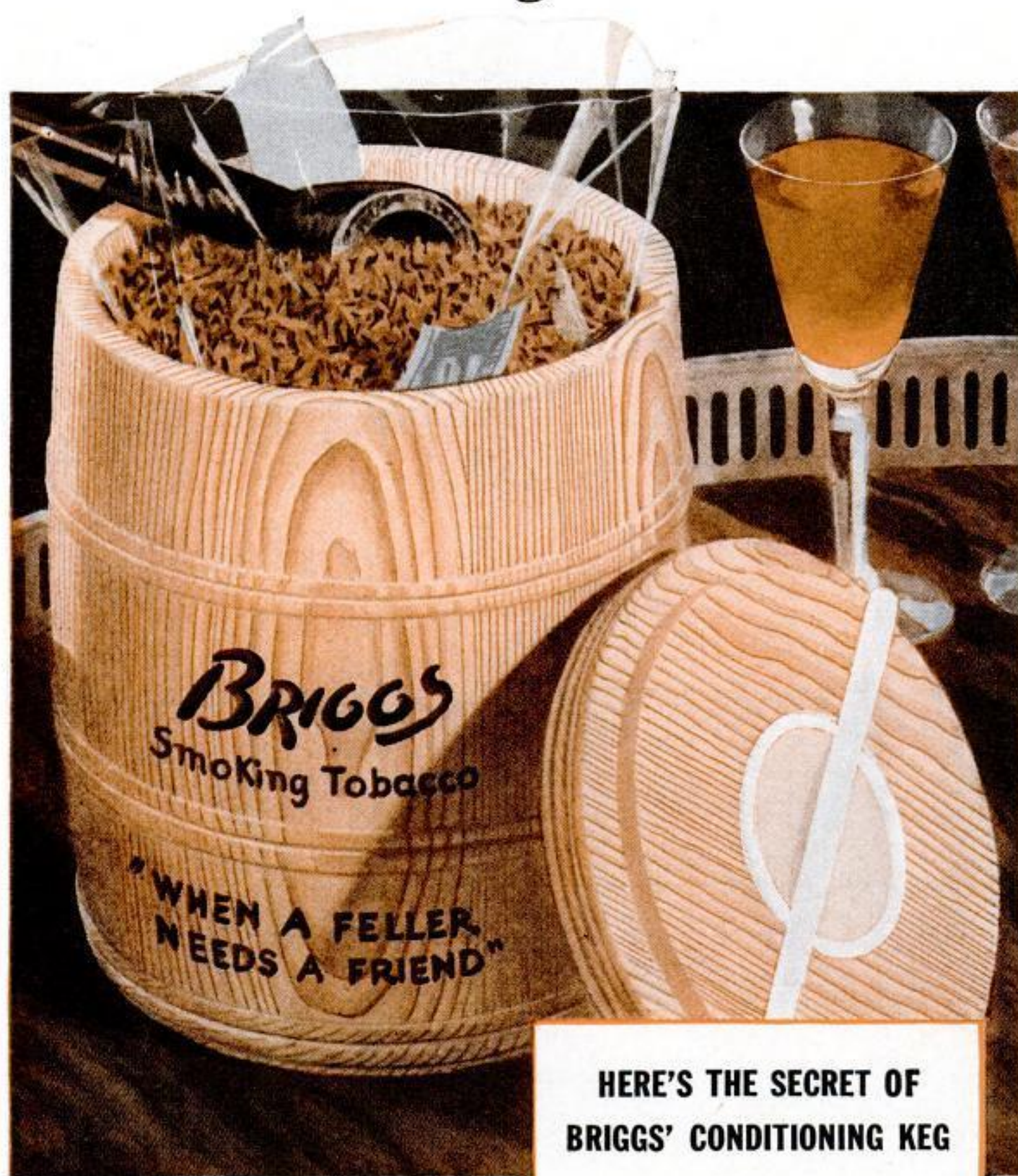
RADIO COMEDIAN ARTHUR ASKEY



SHE KNITS WHILE WAITING FOR THE UNDERGROUND



# Charm him with this mellow tobacco in its magic barrel



Copyright, 1939, by P. Lorillard Co.

Your favorite "pipe man" will "Oh" and "Ah" about Briggs' taste and fragrance. For, Briggs is a blue ribbon blend of luxury tobaccos, aged *extra long* in oak-en casks to heighten flavor and attain the utmost mildness.

And then, you'll see your "pipe man" chuckle with delight, as he discovers the ingenious secret of the gift-keg Briggs is packed in. This keg, you see, contains a cunning gadget, which keeps its contents always factory fresh. And Briggs Tobacco at its best,

## HERE'S THE SECRET OF BRIGGS' CONDITIONING KEG



In the top of each 1-lb. keg of Briggs Tobacco is a patented disc of Aztec Moistening Clay. A few drops of water on this disc, every other week, keeps Briggs Tobacco as fresh and fine and full of flavor as the minute it was packed!

your "pipe man" will assure you, is the *very best* that any fine tobacco ever was! A full 1-lb. Conditioning Keg of Briggs Tobacco...*what a gift!*

Also available in the popular 15¢ tin



# BRIGGS

CASK MELLOWED...EXTRA LONG FOR EXTRA FLAVOR

## Knitting (continued)

### These are what Britain's fighting forces need

In the World War a song popular among the soldiers chided the sewing and knitting endeavors of the women back home in a refrain which ended:

*Some soldiers send epistles,  
Say they'd sooner sleep in thistles  
Than the saucy soft shirts for soldiers Sister Susie sews.*

So that sailors and soldiers in this war will be pining for and not whining at Sister Susie's efforts, numerous British government agencies have been set up to guide the hordes of volunteer knitters. Articles required by men serving with the fleet at sea are sea-boot stockings (double feet preferred), balaclava helmets, gloves, mittens, wristlets, waterproof gauntlets, pullovers, scarves. The Admiralty is specific in stating that "ordinary socks are not required" and "where blue is given as the color, dark navy blue is meant." Army requirements are similar except that the Army wants socks, not stockings, cap comforters instead of helmets. Army colors are khaki or gray. Immediate needs of the Air Force are helmets, scarves and mittens, preferably in Royal Air Force blue. Unlimited quantities are needed.



Cap scarf is mostly for the use of convalescent soldiers at service hospitals.



Wrapped around neck, its ends give protection to back of head, chest, throat.



Fingerless gloves and mittens are for the use of artillery and infantry men.



Seamen's mittens are made of 3 oz. of 3-ply wool with No. 11 knitting needles.

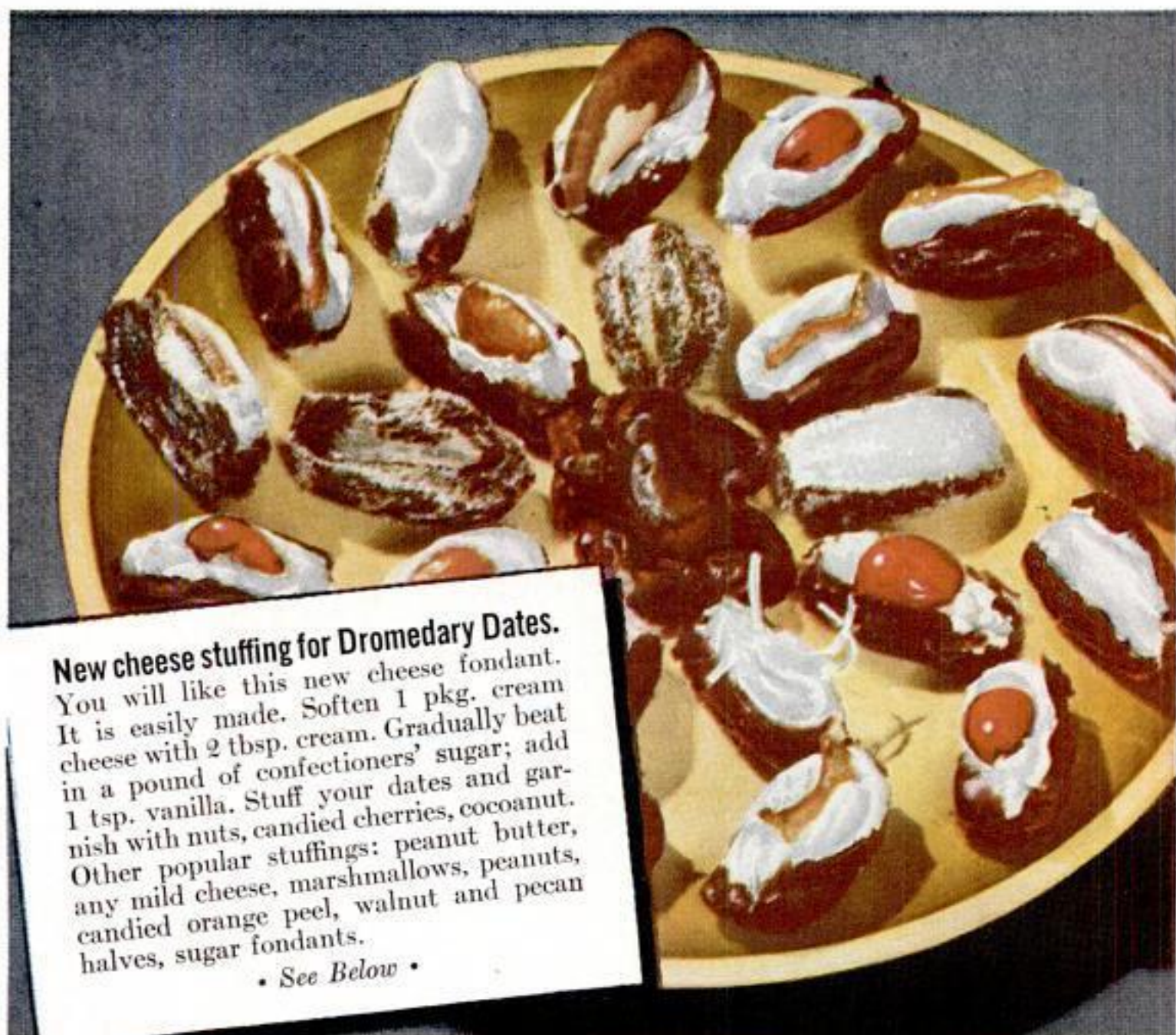


Helmets with earholes are made for wireless operators in the Royal Air Force.



Balaclava helmet, used by all, is made of 4-ply wool on No. 6 or No. 8 needles.





**New cheese stuffing for Dromedary Dates.** You will like this new cheese fondant. It is easily made. Soften 1 pkg. cream cheese with 2 tbsp. cream. Gradually beat in a pound of confectioners' sugar; add 1 tsp. vanilla. Stuff your dates and garnish with nuts, candied cherries, coconut. Other popular stuffings: peanut butter, any mild cheese, marshmallows, peanuts, candied orange peel, walnut and pecan halves, sugar fondants.

• See Below •



**A fruit pudding with a guarantee.** We guarantee you cannot bake or buy a fruit pudding as good as this one. Yet this will be the simplest to prepare in your experience. Simply put a 1 lb. can of Dromedary ready-baked vacuum-packed Fruit Cake in boiling water for 30 minutes. Serve it with your favorite sauce and listen for the applause. We are proud of this product and you will be proud to serve it.

• See Our Guarantee Below •



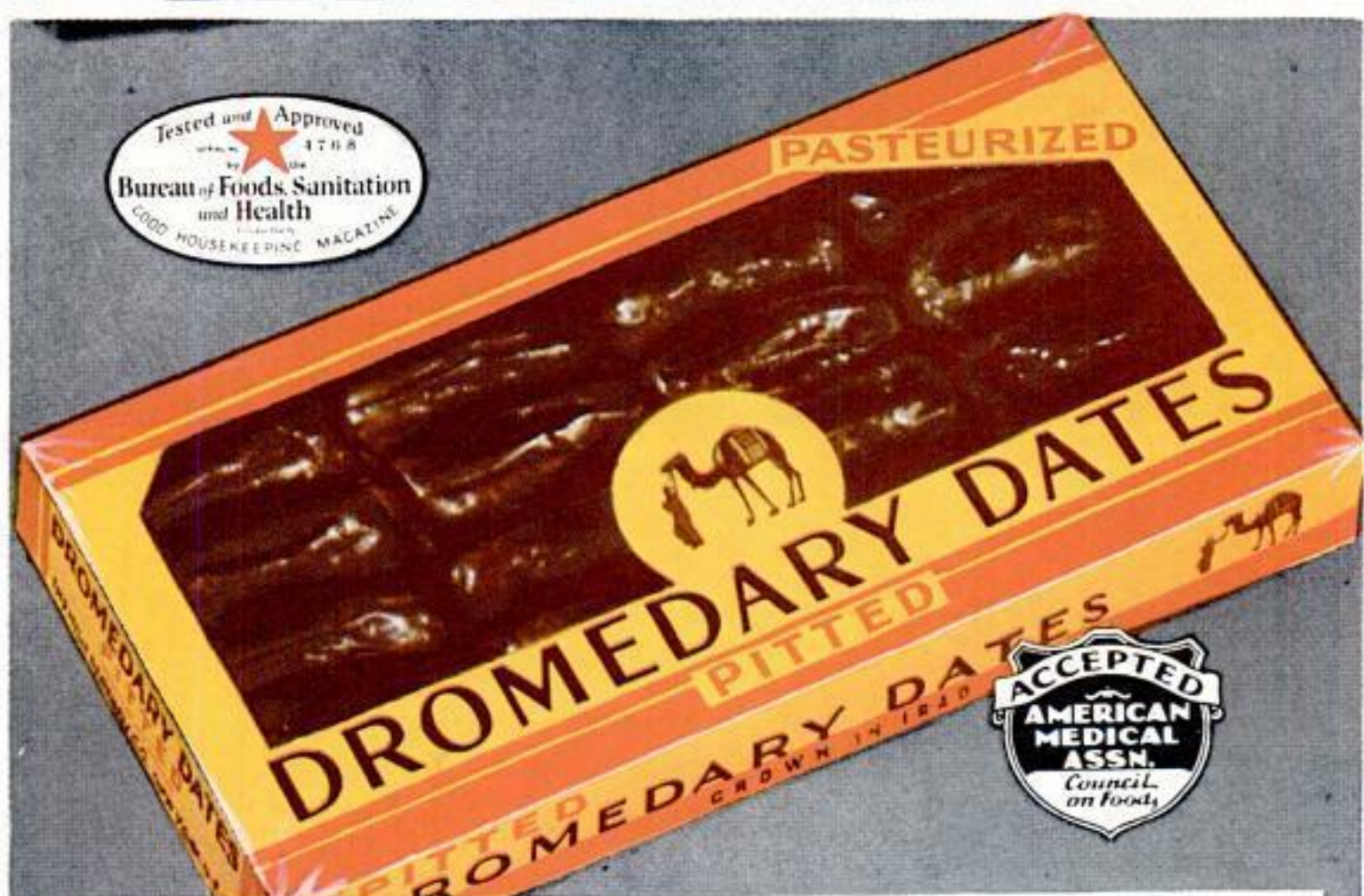
**Popular Dromedary Date Torte.** It's simple. Sift  $\frac{1}{2}$  cup cake flour with 1 tsp. baking powder and  $\frac{1}{4}$  tsp. salt over  $1\frac{1}{2}$  cups Dromedary Dates, sliced, and  $\frac{1}{2}$  cup chopped nuts. Mix well. Beat  $\frac{1}{2}$  cup sugar into 2 egg yolks; add  $\frac{1}{2}$  tsp. vanilla. Fold in 2 stiffly beaten egg whites, then add in date mixture to eggs. Spread batter in lightly greased 8" square pan. Bake in moderate oven ( $325^{\circ}$  F.) about 40 minutes. Cut in squares; top with whipped cream. Serves 8.

• See Below •



**Dromedary's fine old-English Fruit Cake,** is ready-baked in 1 lb. vacuum-sealed cans. You serve it just as it comes, rich and fragrant, from the can. It is medium dark, moist, nourishing and digestible. Its flavor is superb! You can pay much more for fruit cake but you will not find a better one. We use only our own Dromedary Pasteurized Dates, our own patent processed candied fruits. Try it under our guarantee.

• See Below •



**Important.** All fruit must, of course, be picked and packed by hand. That is why you should buy *pasteurized* dates just as you buy *pasteurized* milk. Pasteurization ensures purity. It also dissolves the natural sugars in dates, releasing their full, rich flavor. That is why Dromedary Dates taste so much more delicious. Not only are they the finest golden dates of Araby, they are the *only* pasteurized dates. Only Dromedary takes this extra precaution. Think of this when you buy dates.



**Guaranteed better than any fruit cake you can bake or buy—or double your money back.** Buy a 1 lb. can of Dromedary ready-baked Fruit Cake. If in the opinion of your family it is not the most delicious they have ever tasted, return it to us and we will refund *double* your money to pay you for your trouble. If your grocer cannot supply you, send his name and address and 50¢ for each pound of Fruit Cake wanted. The Hills Bros. Co., Box 12D, Trinity Station, New York City.





Distinguished for its Liqueur Quality and High Proof, 94.4,  
Gordon's Gin assures you richer flavor—velvety smoothness  
—drinks that never taste thin. Ask for Gordon's by name.

# Gordon's Gin

THE HEART OF A



GOOD COCKTAIL



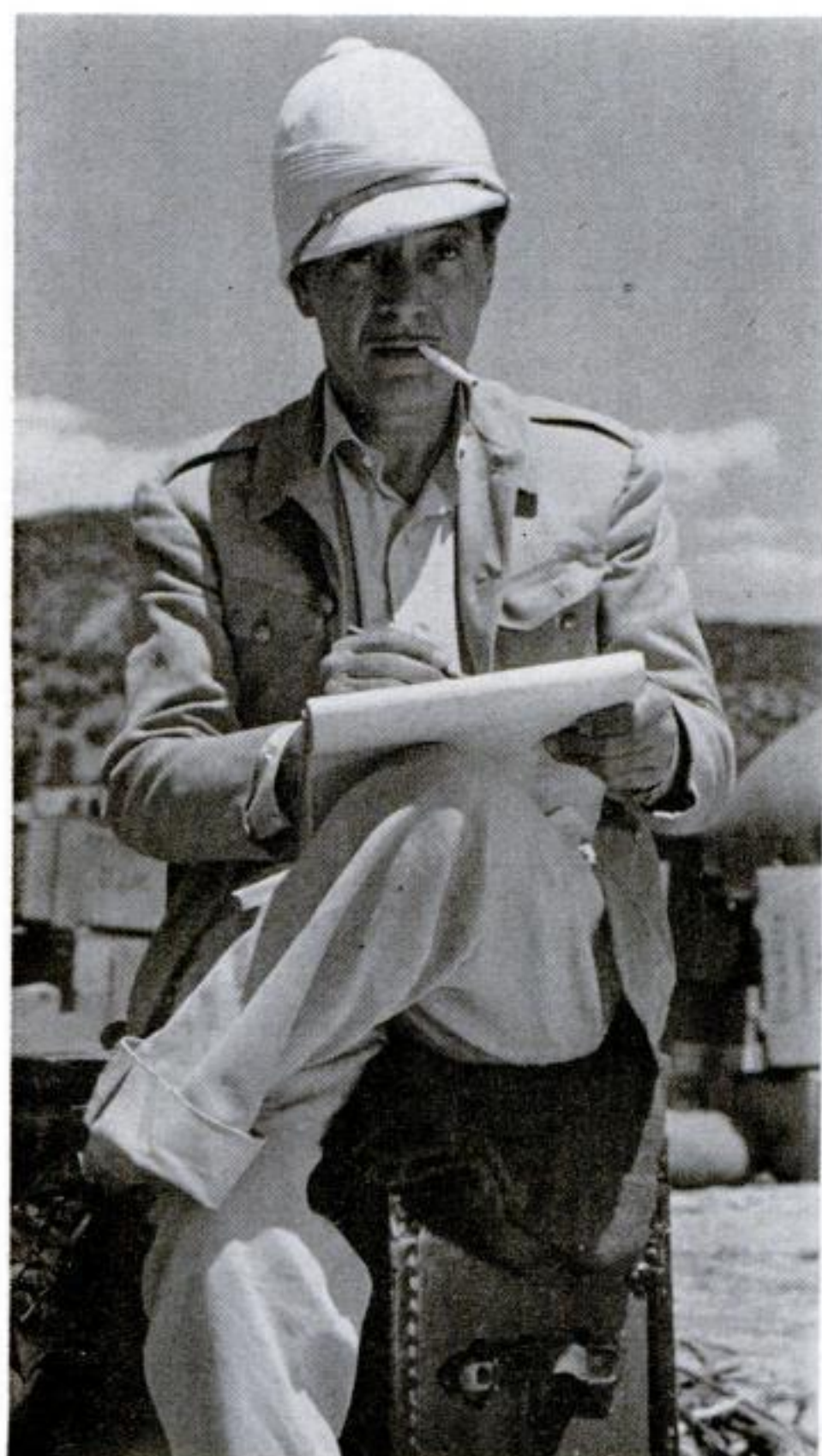
## MOVIE OF THE WEEK:

# *The Light That Failed*

## Paramount is faithful to Kipling

When Kipling wrote *The Light That Failed*, he had already, at 26, established himself with *Plain Tales From The Hills*, *Soldiers Three*, *The Phantom Rickshaw* and *Wee Willie Winkie* as one of the great masters of the English short story. He wrote it to prove he was a master of the novel as well, an ambition never quite attained. But what *The Light That Failed* lacked in artistic perfection, it gained in notoriety when its author proclaimed that he had been persuaded by his editor to change its tragic ending to a happy one. For years the public was agitated over whether it was better for Kipling's swaggering artist hero to die a broken man, blind and defeated, on the wind-swept Sudan or to regain happiness and eyesight in the arms of his cold, ambitious sweetheart.

Kipling lived to see his original unhappy ending favored by the reading public, but in the first two movie versions (1916 and 1923) the other prevailed. Only now, three years after his death, has Paramount converted his book into a film that is so faithful in spirit and detail, so relentlessly somber even to the final scene in which Ronald Colman gallops to death on a battlefield, that it would have delighted the Empire-proud Englishman who first conceived it.



Artist correspondent for British newspapers is Dick Heldar (Ronald Colman) here making sketches for his paintings of colonial warfare on the sultry banks of the Nile.



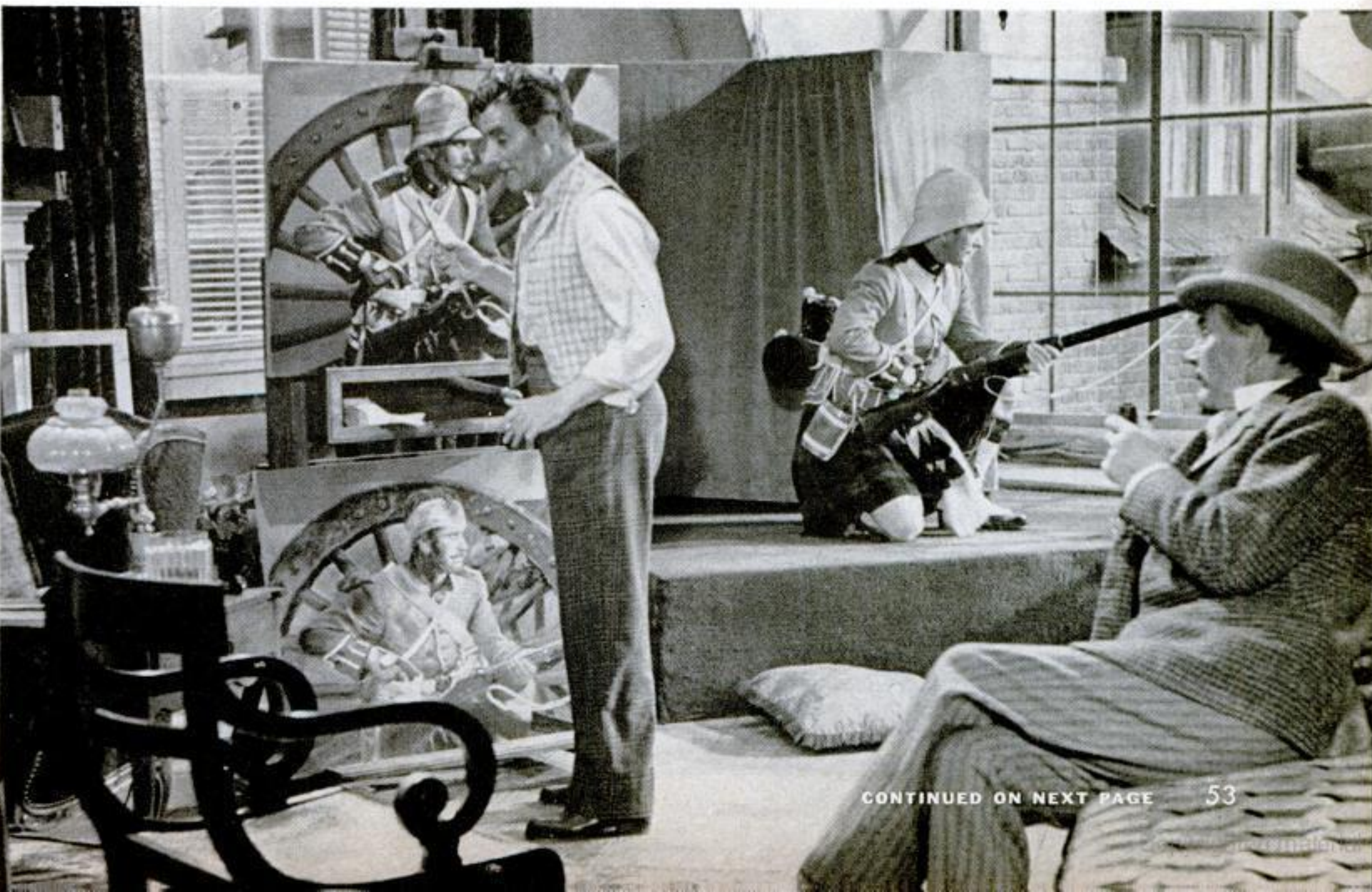
In a pitched battle between British colonial troops and the "Fuzzy-Wuzzies" tribesmen of the African Sudan, Dick, the artist (left foreground), is slashed across the forehead

with a sword by a howling savage who has broken through the lines. Dick has just saved the life of his friend, the news correspondent Torpenhow (Walter Huston, on the ground).



In the desert hospital, Torpenhow nurses the wounded artist, who has a gash over his right eye. Later, when both are in London (below) and Dick has become famous for

his battle pictures, Torpenhow chides him for slicking up his canvases (painting on easel) to please squeamish editors who cannot stomach the real thing (painting on floor).





# "The Light That Failed"

(continued)

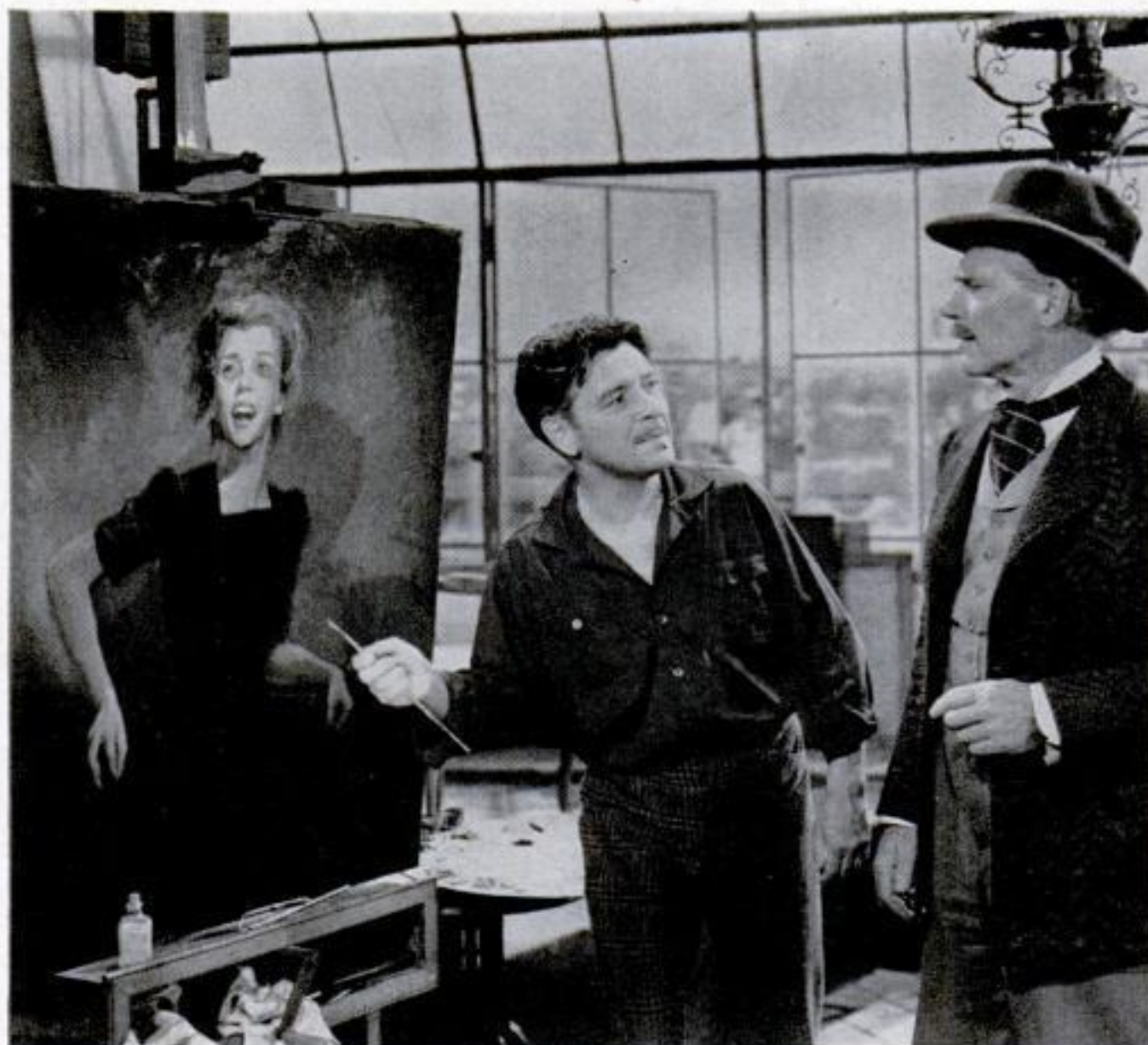


**Bessie the guttersnipe** (Ida Lupino) is brought into the artist's house by kindhearted Torpenhow, who found her fainting of hunger outside. Sneered at by Dick as a "snippet," she fears him at first,

poses reluctantly for his money, hates him when he separates her from Torpenhow, goes hysterical in one magnificent scene when he goads her into despairing laughter for the sake of his painting.



Before blindness descends on him, Dick puts all his talent, all his feeling into a portrait of unhappy little Bessie, which is to sum up all the grief of mankind.



**His masterpiece** is this painting of the hysterical girl from the London gutter. He shows it drunkenly to Torpenhow, knowing that at last he has done something good.





He knows that this will be his last picture, because the sword stroke sustained over his eye years ago has left a scar which is now destroying his optic nerve.



With palette knife and turpentine, Bessie, enraged at Dick because he has sent Torpenhow away, savagely obliterates his masterpiece beyond hope of restitution.

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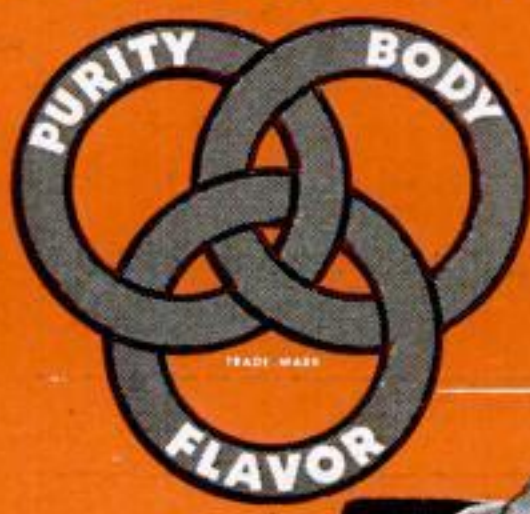
**F**OR FESTIVE OCCASIONS—for holiday hospitality—tens of millions of Americans have their own idea of a sound and proper drink. Following the century-old tradition, they drink Ballantine's Ale.

They judge it as Peter Ballantine did in 1840—one drink to test its PURITY . . . a second for BODY . . . a third for FLAVOR. Like Peter Ballantine, they observe the 3 moisture rings left by the glass on the table—and hail his famous trademark.

Peter Ballantine's taste in ale is truly America's own. *More people get more enjoyment from Ballantine's Ale than from any other . . .*

**AMERICA'S LARGEST SELLING ALE**

# BALLANTINE'S ALE



1 2 3

OK

Order the "Handy" way

**3 RINGS. GET IT?**

Copr., 1939, P. Ballantine & Sons, Newark, N. J.



*"The way I*  
**FIGURE THE COSTS**  
*dear...it looks like a new car for Xmas"*



★ *Why don't*  
**YOU** *send for*  
*the chart and*  
*figure the cost*  
*yourself*

Send the coupon below. Get the General Motors Instalment Plan Figuring Chart. Sit down with that chart and a pencil for just a very few minutes of easy, simple calculation. You can *figure out*

*for yourself* what it will cost you per month to buy the General Motors car of your choice by this open-and-above-board, *low-cost*, time-payment plan. Then—Merry Christmas!

Remember—no salesman will call. Just a prompt return of this simple chart that lets you know what you get and *what you pay . . . before you buy.*

Don't delay . . . send the coupon . . .

## GENERAL MOTORS *Instalment* PLAN

*This complete General Motors Service is available through dealers in all General Motors cars.*



GENERAL MOTORS ACCEPTANCE CORPORATION, 1775 Broadway, New York C-5

Please send me a "Figure It Yourself" chart for car checked without obligation. (I am not to be solicited by a salesman.)

☐ CHEVROLET ☐ PONTIAC ☐ OLDSMOBILE ☐ BUICK ☐ LASALLE ☐ CADILLAC

Name \_\_\_\_\_

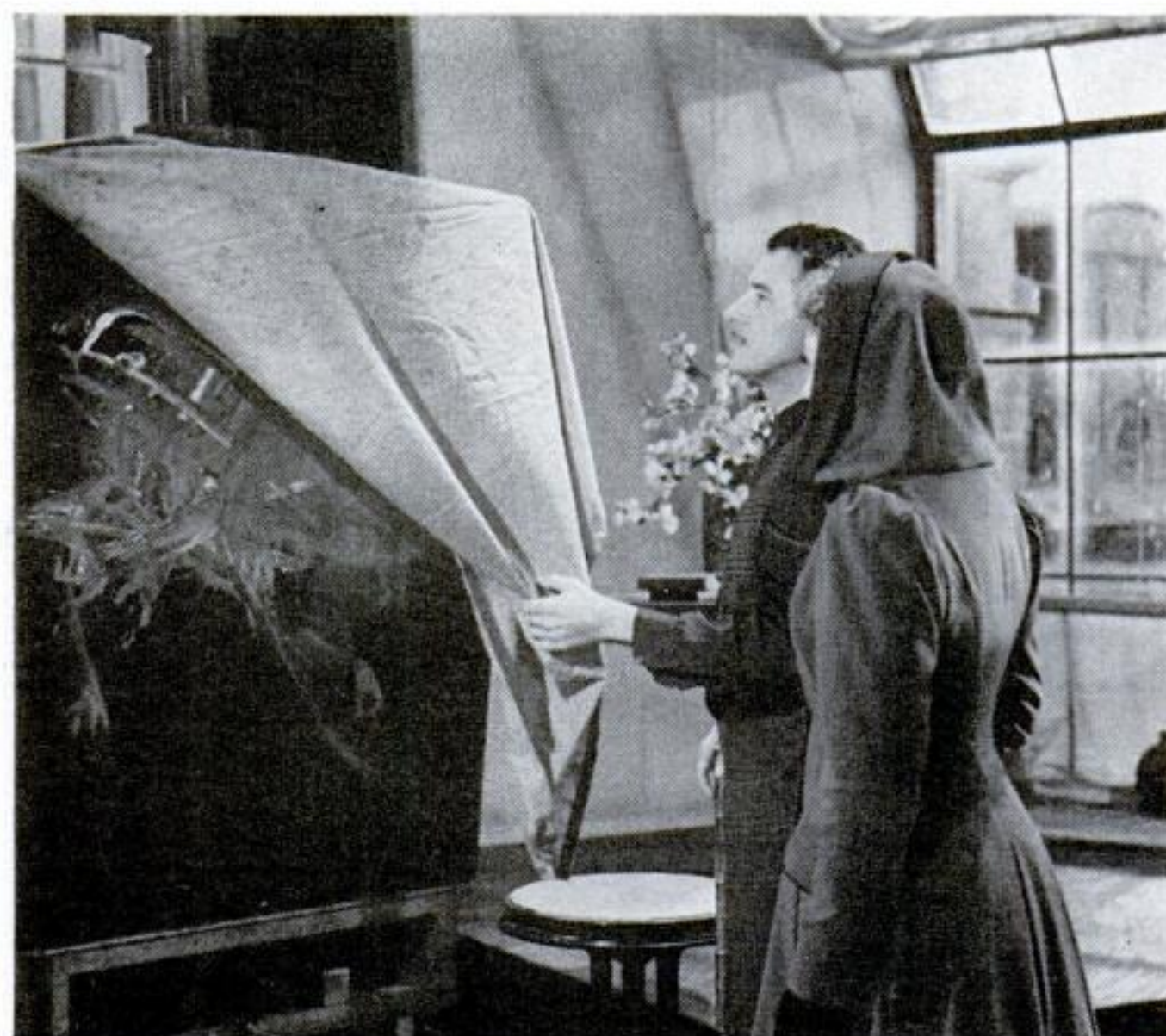
Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_ U.S.A.

## "The Light That Failed" (continued)



When he awakes from his drunken stupor, Dick discovers he is completely blind. Torpenhow has covered the picture, cannot bring himself to tell Dick of its ruin.



The girl he has always loved, ambitious Maisie, comes to visit Dick in his blindness. When he shows her his masterpiece, she too lies, assures him it is "wonderful."



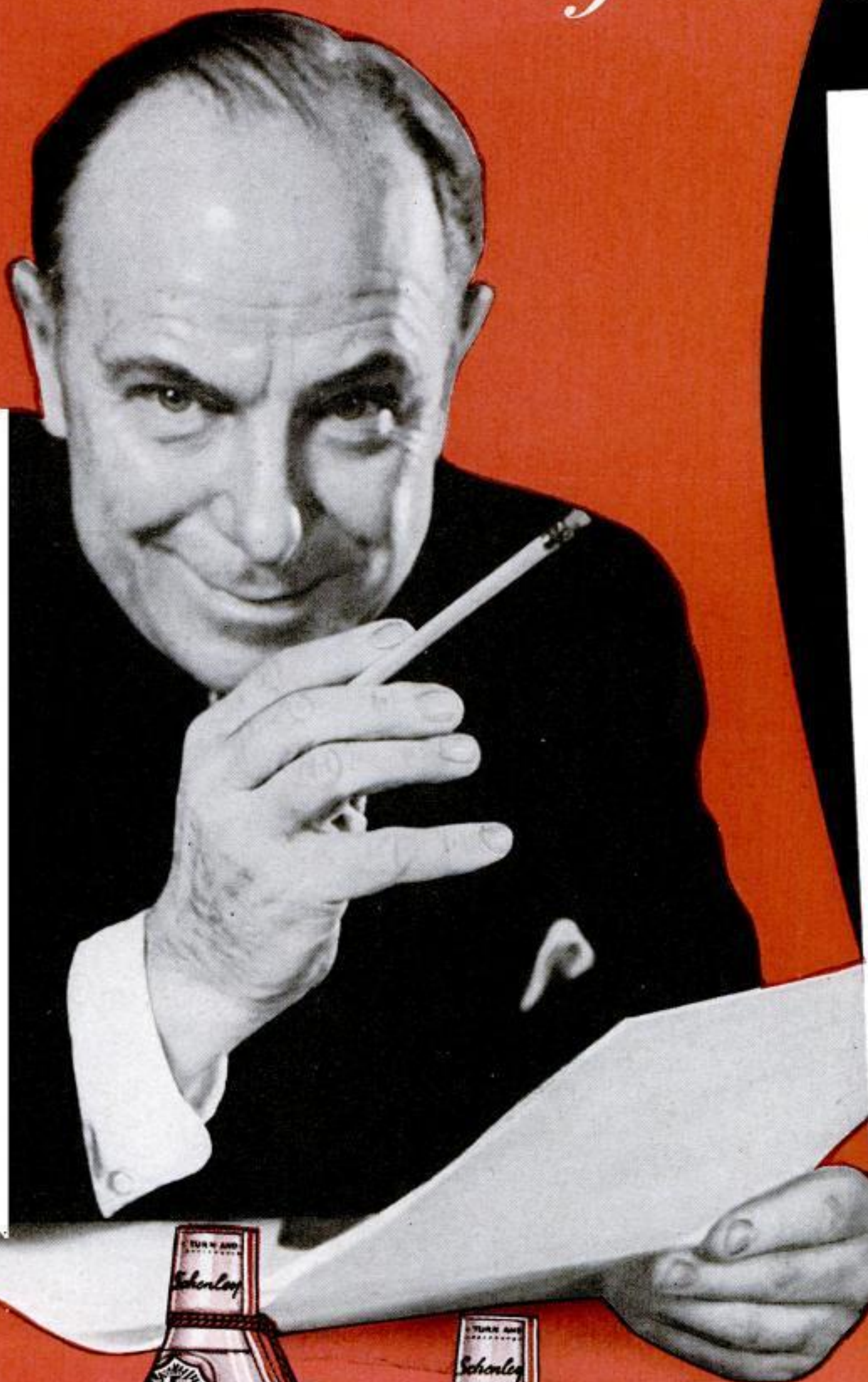
Galloping blindly into battle, Dick finds merciful death on the desert after he has learned from the penitent guttersnipe that his great work of art has been destroyed.



He Draws Pictures and Puppet Strings, but

# TONY SARG

*drew only 80% in Schenley Exam!*



## TRY SCHENLEY'S "LIGHT IS RIGHT" EXAM:

1. What does "light" whiskey mean? *I'd say it's... like in drawing—a light, clear technique... is superior to a heavy, complex one. Right!*
  2. Is a "light" whiskey short on flavor? *No... Flavor... like Art, depends on Character—not heaviness... Right! Rich lightness is Schenley's great contribution to the art of living.*
  3. Is a "light" whiskey light in strength? *Must be... Schenley's is so easy to drink! Wrong! Schenley's light whiskies are full strength, 90 proof!*
  4. How is whiskey-lightness achieved without loss of flavor or strength? *That's an art only Schenley knows! Right! Schenley's exclusive method of blending gives you exceptional richness of character, with lightness!*
- ONE MORE QUESTION: Do you think "Light is Right" in whiskey? *No question about that. Experience... proves it!*

*Tony Sarg*  
SIGNATURE



### "Light" is Right in The Holiday Spirit!

You give more than fine whiskey when you give Schenley's Red Label or Schenley's Black Label. You give pleasure that will be remembered with pleasure—for 4 good reasons:

1. THE RIGHT FLAVOR of rich mellow whiskies.
2. THE RIGHT LIGHTNESS—achieved by Schenley's exclusive method of blending.
3. THE RIGHT STRENGTH—mild and smooth, yet full 90 proof.
4. THE RIGHT PRICE—today's best value in fine blends.

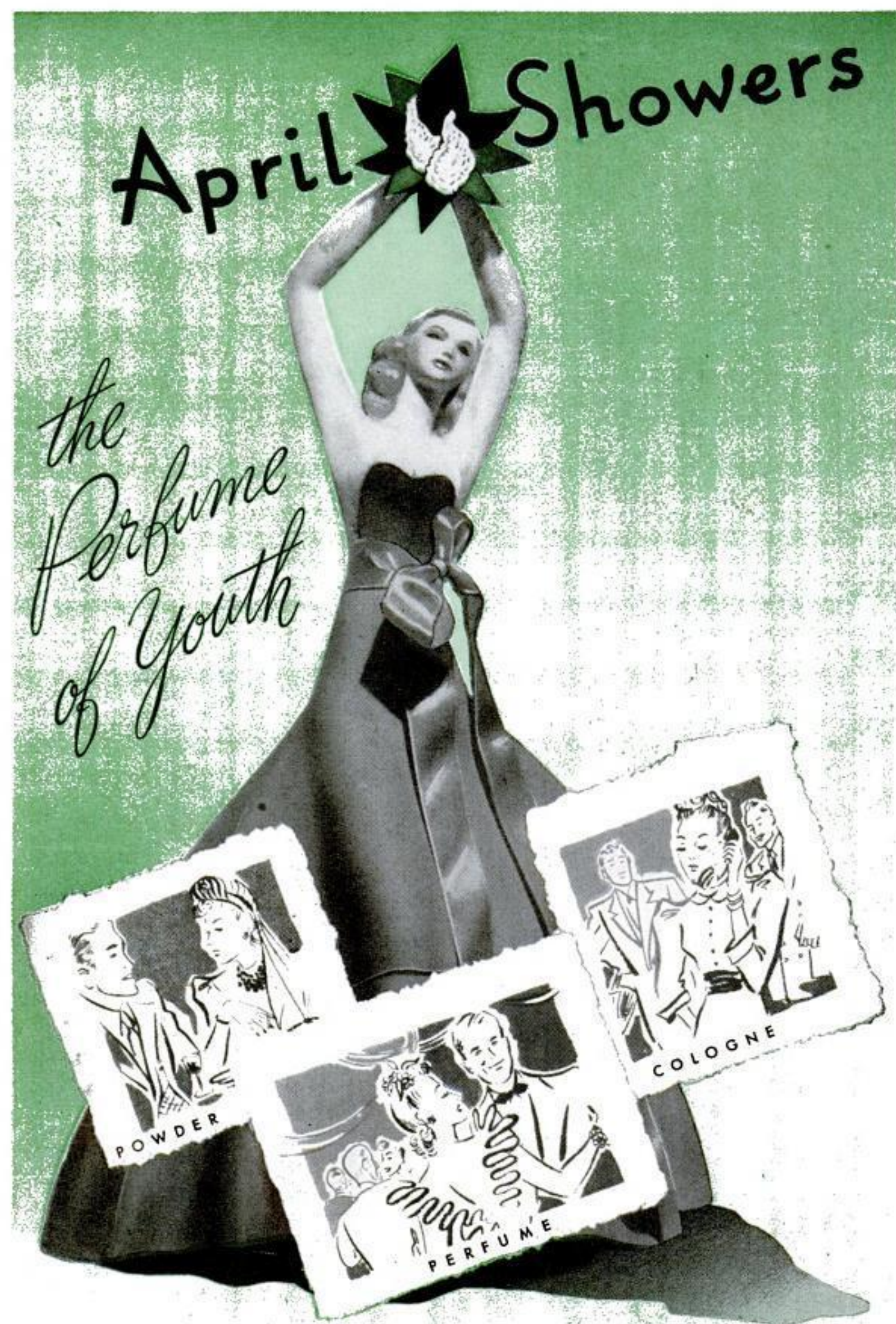
Season's greetings from The House of Schenley!

# SCHENLEY'S

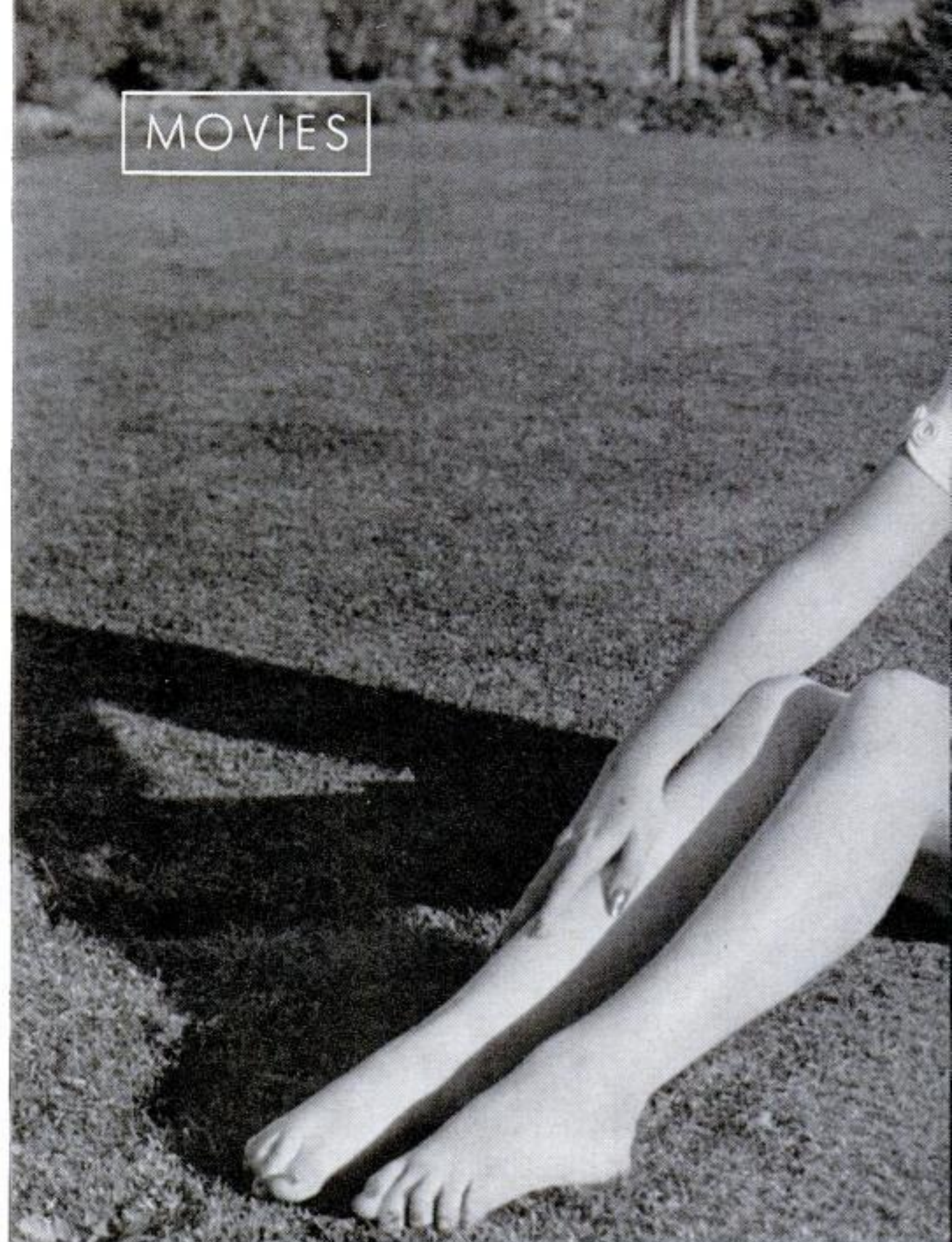
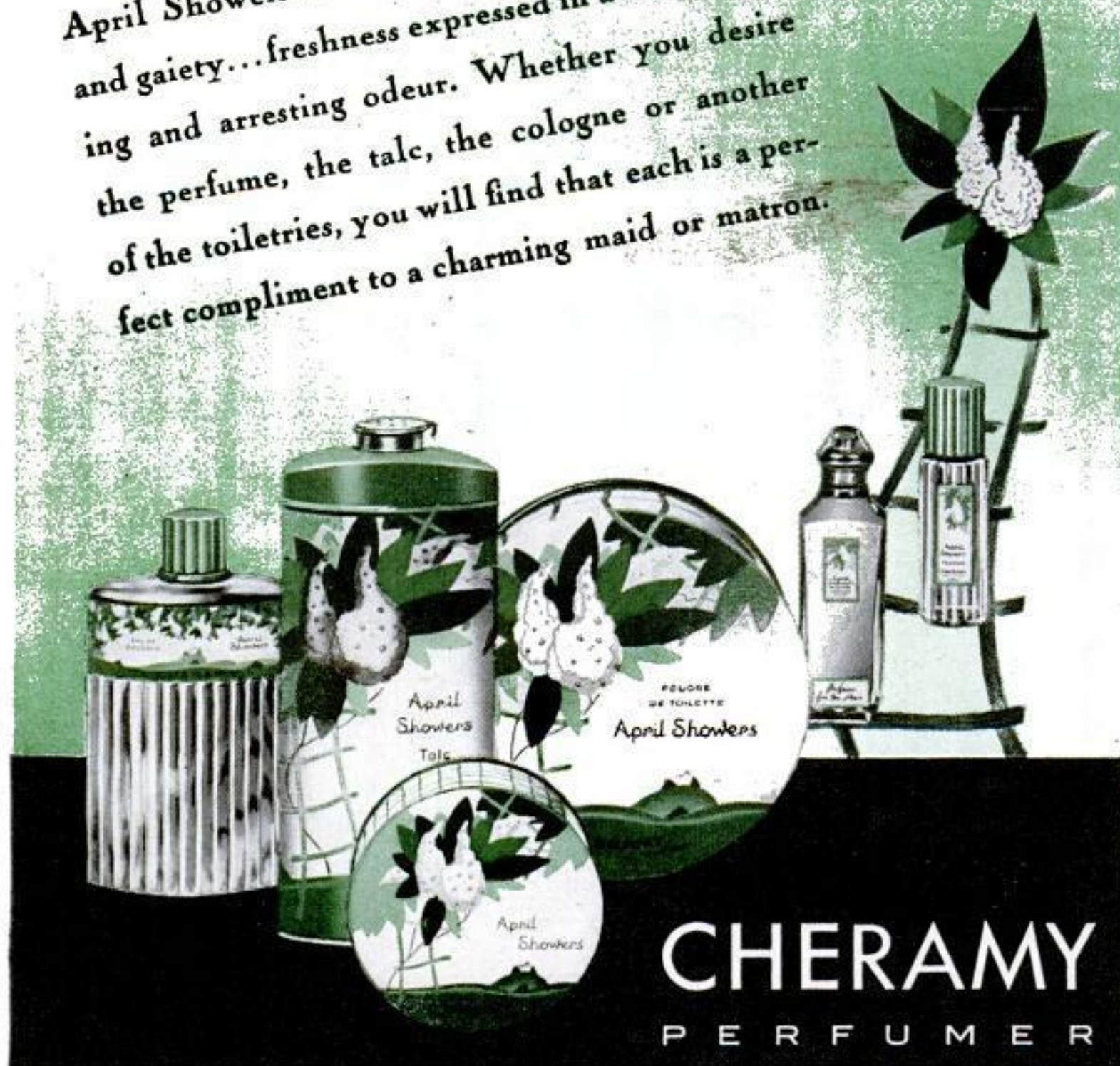
## Light Whiskies

SCHENLEY'S BLACK LABEL 45 PER CENT GRAIN NEUTRAL SPIRITS • SCHENLEY'S RED LABEL 72½ PER CENT GRAIN NEUTRAL SPIRITS • BOTH ARE 90 PROOF AND BLENDED WHISKEY • COPYRIGHT 1939, SCHENLEY DISTILLERS CORP., N. Y. C.





April Showers... truly a fragrance for youth and gaiety... freshness expressed in a most pleasing and arresting odour. Whether you desire the perfume, the talc, the cologne or another of the toilettries, you will find that each is a perfect compliment to a charming maid or matron.



LINDA DARNELL, WHO IS 16 BUT LOOKS 22, IS CONCEDED

**PERFECT BEAUTY MADE THIS GIRL,  
16, A STAR IN HER SECOND MOVIE**

LINDA, IN HOLLYWOOD SLACKS AND SWEATER, ENJOYS SOME







TO BE THE MOST PHYSICALLY PERFECT GIRL IN HOLLYWOOD

**M**onetta Darnell is her real name. Sixteen is her real age. And her miraculous rise to stardom is a real Cinderella story. Here it is: Two years ago Monetta was a freshman in Dallas' Sunset High School. When a movie talent scout came to town, her mother suggested looking him up but Monetta said no. Mother prevailed, the scout was stunned by the girl's physical perfection, photos were taken, Monetta was ordered to Hollywood for a screen test, but the verdict was: "Too young." Monetta went back home. Last April, Monetta was surprised by a wire again inviting her to Hollywood. One week later, rechristened Linda, she was playing the lead in Fox's *Hotel For Women*. In *Daytime Wife*, her second picture (just released), she is starred with Tyrone Power. Her maturity, poise and flawless good looks are envy of a city full of beautiful women.

ROUGH-AND-TUMBLE PLAY WITH HER IRISH TERRIER PAT



CONTINUED ON NEXT PAGE

# Give Kayser -Get Kissed!

It's more blessed to give than to receive...but more fun when your gift wins such a reward! Marvel-Twist\* is that extravagantly sheer 2-thread hose that's coveted by women of all ages, at all times...and especially during the festive holiday season. Ask for Kayser's 245X. (And whoever heard of Santa Claus asking for less than 3 pairs!) \$1.15 a pair.  
\*Trade Mark



BE WISER...GIVE  
**KAYSER**

AT SMART SHOPS THE WORLD OVER





# CRACK! CRACK! IT'S BRAZIL NUT TIME

(FRESH CROP NOW IN!)

*Says Kernel Nut of Brazil*



**"OPEN YOUR MOUTH AND SHUT YOUR EYES ..."** There's no better way to finish that old rhyme than with Brazil Nuts. Large crunchy kernels that have a rare and delicate flavor. They're grand after meals ... at bridge parties...or for nibbling any time.



**SEE THE PARADE OF BRAZIL NUT CANDIES** Your favorite confectioner has a host of delicious and wholesome Brazil Nut Candies: chocolate coated Brazils ... Brazil bonbons ... fudge ... crunch ... caramels and others. Take a box home today.



**AT-TEN-SHUN LADIES!** Cakes taste better...keep fresher if you add one cup chopped, ground or grated Brazil Nuts to your favorite batters. Also, give frostings new gaiety by decorating them with Brazil Nuts.



**FREE**

**"A PARADE OF BRAZIL NUT RECIPES"**—32-page illustrated booklet full of fascinating new Brazil Nut recipes. Simply mail post card to Brazil Nut Association, Department F, 60 Hudson Street, New York City.

Copyright 1939, Brazil Nut Association

## 16-year-old movie star (continued)



Linda poses for a fashion shot in the "secretary's suit" she wore in *Daytime Wife*. After her work, she goes to the Fox Studio School, also attended by Shirley Temple.



Starred with Tyrone Power in *Daytime Wife*, Linda developed a crush on him. She does not smoke, drinks only Coca-Cola, goes out only with men approved by mother.



# Interwoven

REG. U.S. PAT. OFF.

*These are a few of more than a thousand  
different Socks, made by Interwoven, to  
choose from ... A real worthwhile Gift  
... If your socks are Interwoven—  
They Wear Longer*

## Socks

# for Christmas

BY THE LARGEST MANUFACTURER OF MEN'S SOCKS IN THE WORLD

Copyrighted material  
COPYRIGHT 1939 INTERWOVEN STOCKING COMPANY





# Calvert

**CALVERT "SPECIAL"**  
 Blended especially for those who like a mild and mellow whiskey with all the smoothness and fine flavor that distinguish a choice blend. A quality whiskey—popularly priced.

**CALVERT "RESERVE"**  
 Blended especially for those who like a richer whiskey...with all the rare smoothness and satisfying mellowness so distinctive of Calvert blends. Priced slightly higher.

# Calvert is America's

Calvert "Special" BLENDED WHISKEY—90 Proof—72½% Grain Neutral Spirits. • Calvert "Reserve" BLENDED WHISKEY—90 Proof—65% Grain Neutral Spirits



# MAKES IT EASY FOR YOU TO CHOOSE THE PERFECT GIFT!

*Let America's first choice  
in whiskey be your  
guide in giving!*

FROM the three fine whiskies in the famous Calvert family you will find it easy to choose a gift that will please the taste of every friend—at the price you wish to pay.

Each of these three superb Calvert products is *master blended*. That means it's smoother . . . it's milder, more mellow . . . it tastes better.

*For Calvert blending begins where distilling ends.*

Hence, it is costly to produce a fine blended whiskey of this type. But thanks to Calvert's immense popularity, there is no extra cost to you.

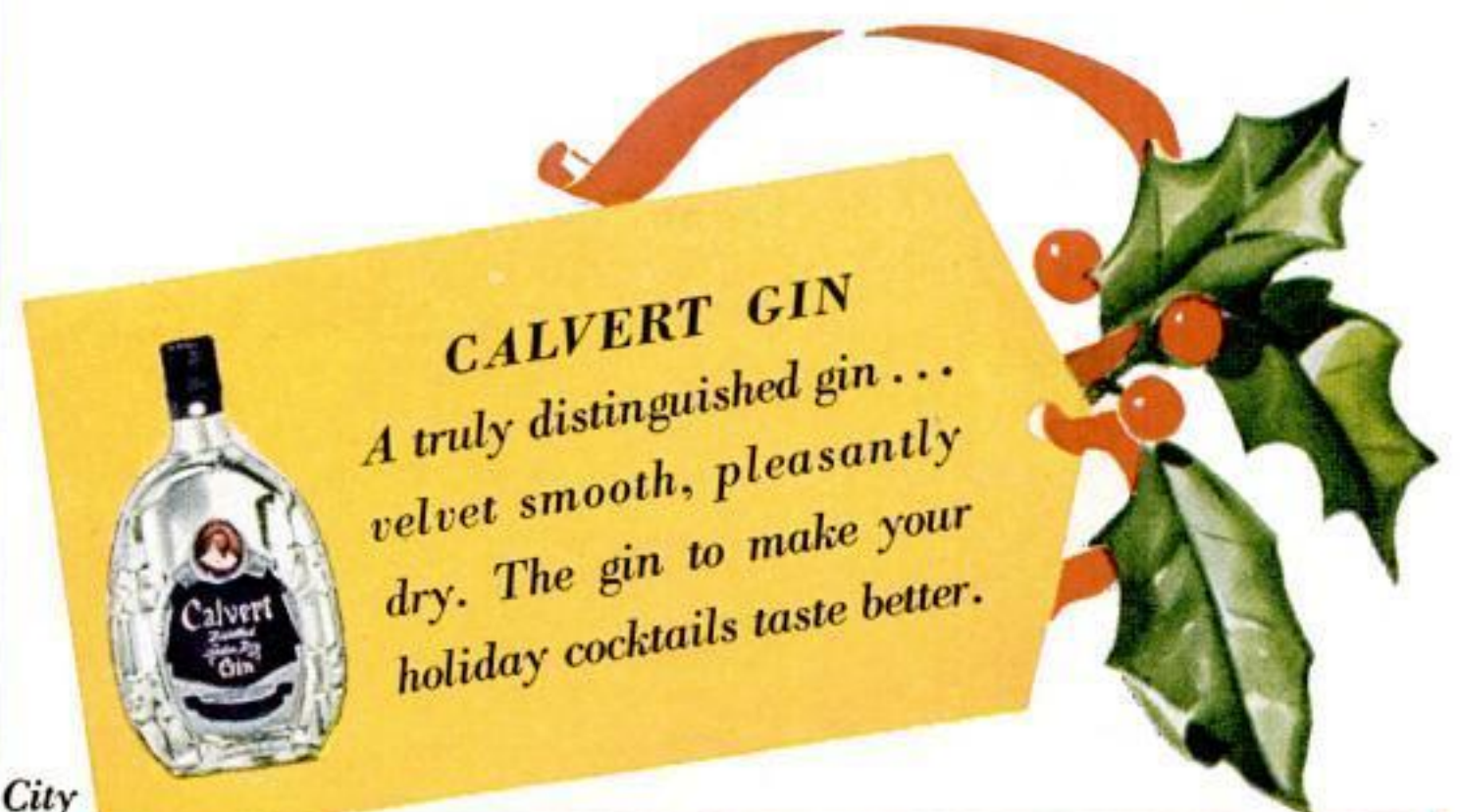
Today men of all tastes are turning to Calvert. Men who formerly drank rye, bourbon or Scotch, now call for Calvert *blended* whiskies!

So, to simplify your shopping, give a gay holiday package of Calvert . . . America's first choice whiskey! Let Calvert's unequalled popularity be your guarantee of a hearty reception for your Season's Greetings!



**LORD CALVERT**  
Calvert's most expensive whiskey—for those who can afford the finest. The gift par excellence—comes in a gorgeous Holiday Book-Pack.

Copr. 1939 Calvert Distillers Corporation, New York City

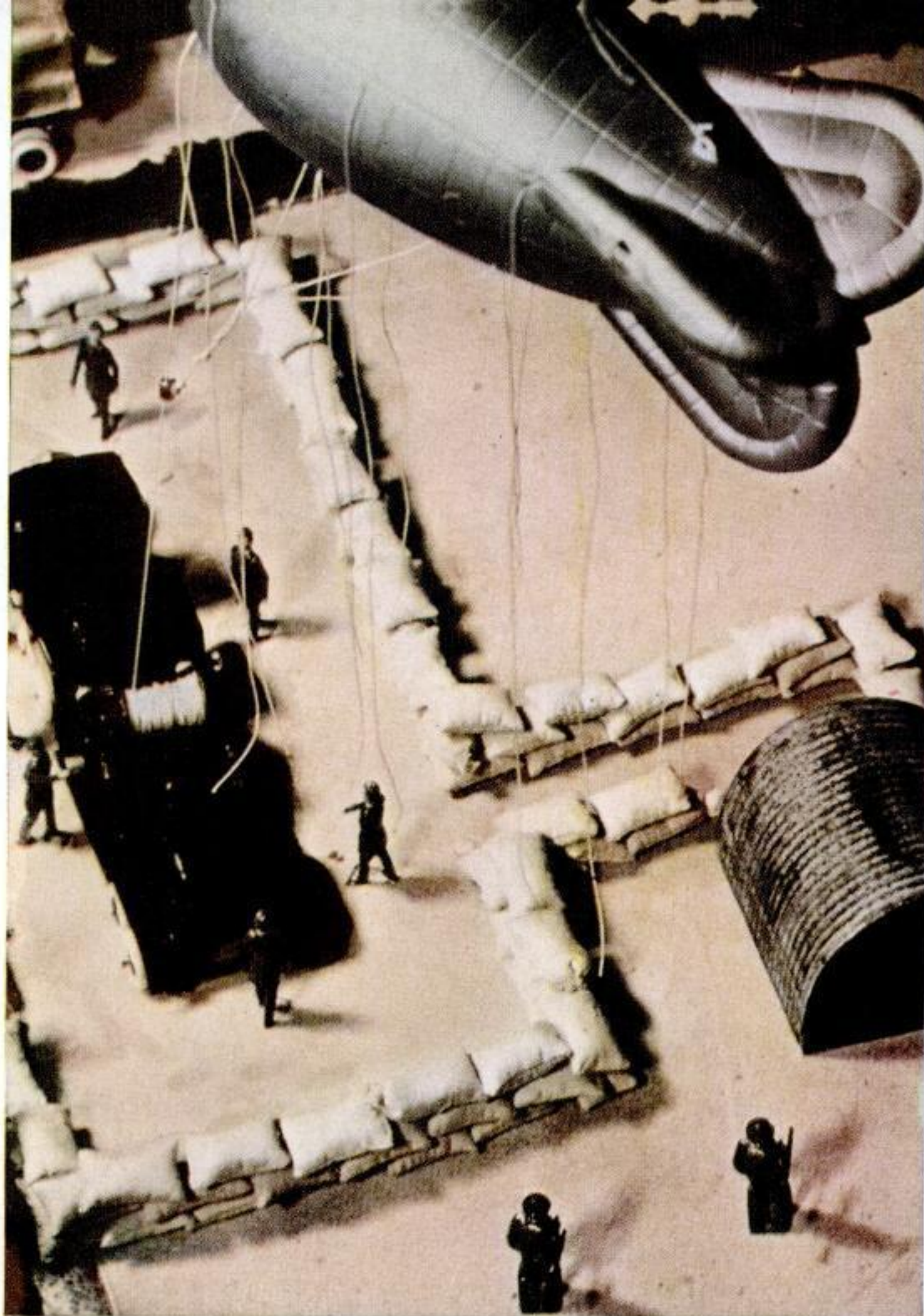


**CALVERT GIN**  
A truly distinguished gin . . . velvet smooth, pleasantly dry. The gin to make your holiday cocktails taste better.

# First Choice Whiskey

Lord Calvert "Custom-Blended" Whiskey—86.8 Proof—65% Grain Neutral Spirits • Calvert Distilled Gin—90 Proof—Distilled from 100% Grain Neutral Spirits.





**Barrage balloon** with dangling strings for snaring enemy planes is one of the newest English military toys. Complete barrage-balloon sets include winch-truck, hawser, bomb shelter, sandbagged ammunition stores. Great quantities of sandbags are sold, cost 40¢ a dozen.



**French 75-ton tank** has a cannon mounted in the turret. The extent to which manufacturers go to provide children with the realistic horror of war in their new toys for Christmas is shown by the shell-torn tree and the dead or wounded soldier in the ditch above.



**Airdrome** is built to scale with the flying machines in front. These include Wellington bombers, Bristol Blenheims and a Westland Lysander. Below is a small section of the Maginot Line with barbed-wire entanglements, soldiers, officers and gun crew for a heavy howitzer.



**Devastated village** is the background for a built-to-scale motorized unit which includes truck, howitzer and motorcyclists. Below is an anti-aircraft gun with a range finder and predictor. The complete anti-aircraft set, including a searchlight, sells for about \$1.15.





# TOYS OF WAR AND PEACE

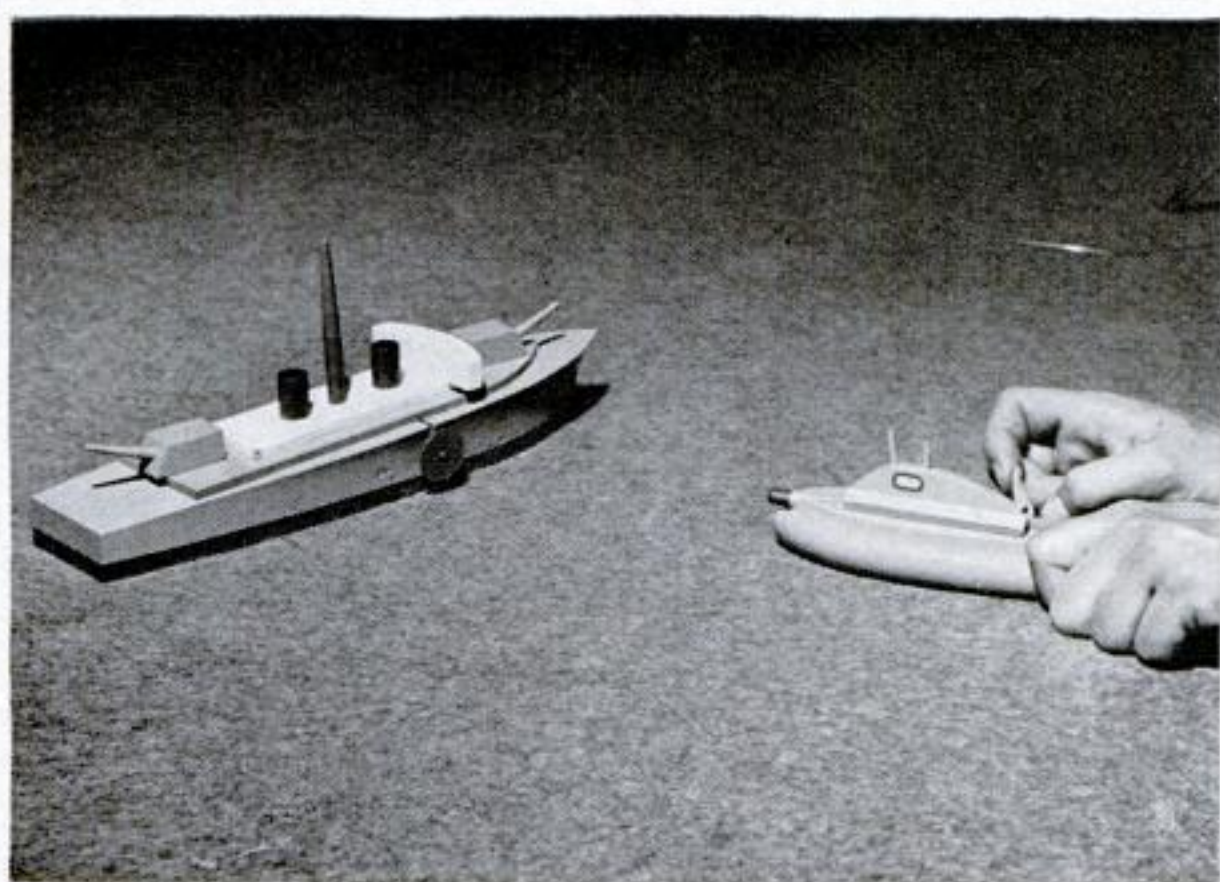
## Children choose them to mimic parents

In this year of our Lord 1939, an English newspaper, in reviewing the toy situation, writes: "The really modern child will be able to play this Christmas with Maginot and Siegfried lines of his own . . . toy shops are in arms . . . with miniatures of No Man's Land complete with soldiers, trenches, tanks, barbed wire. . . . The toy shops will satisfy him, if he likes, with a table game which has a 'high-explosive bomb' as one of its hazards. . . ."

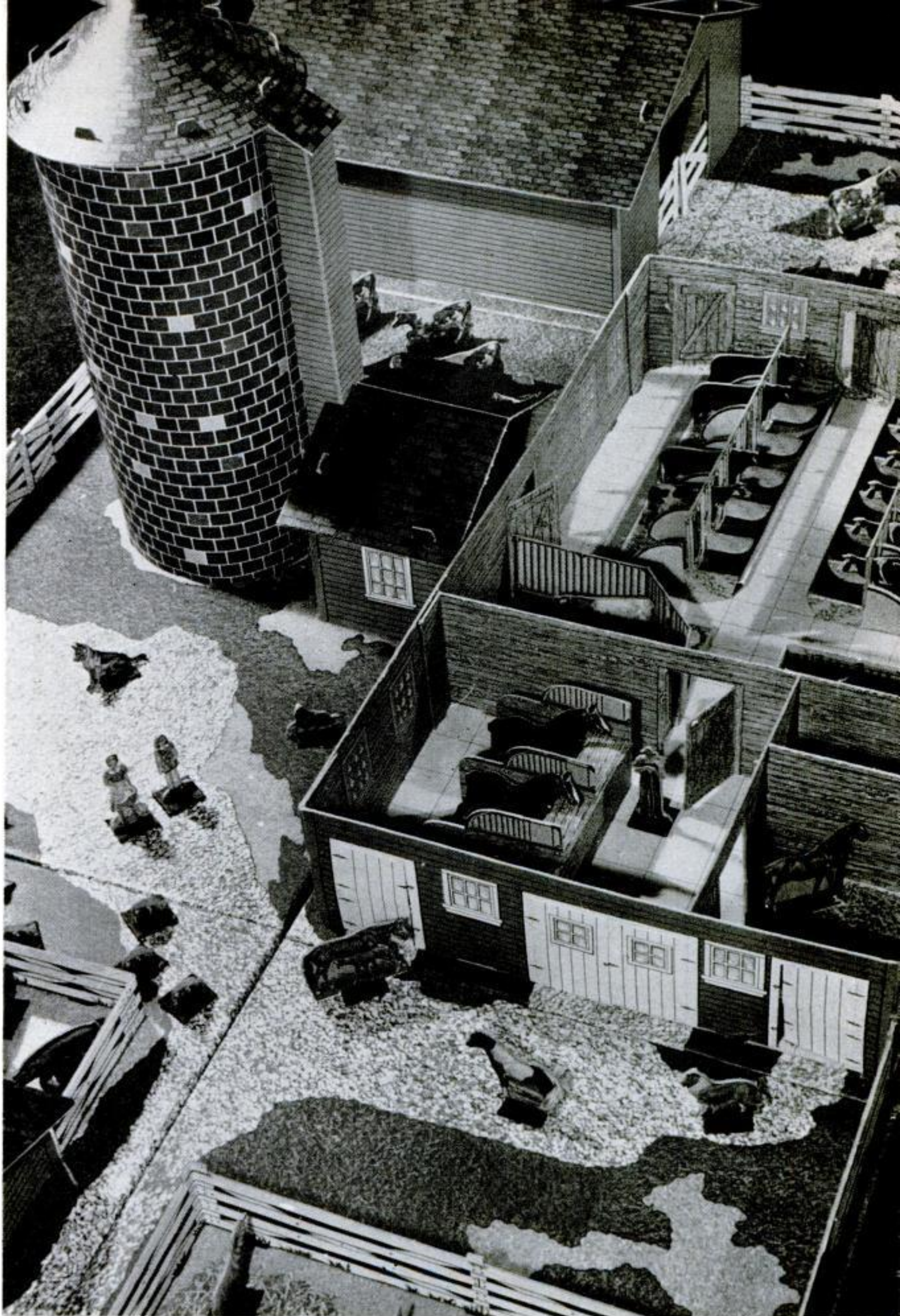
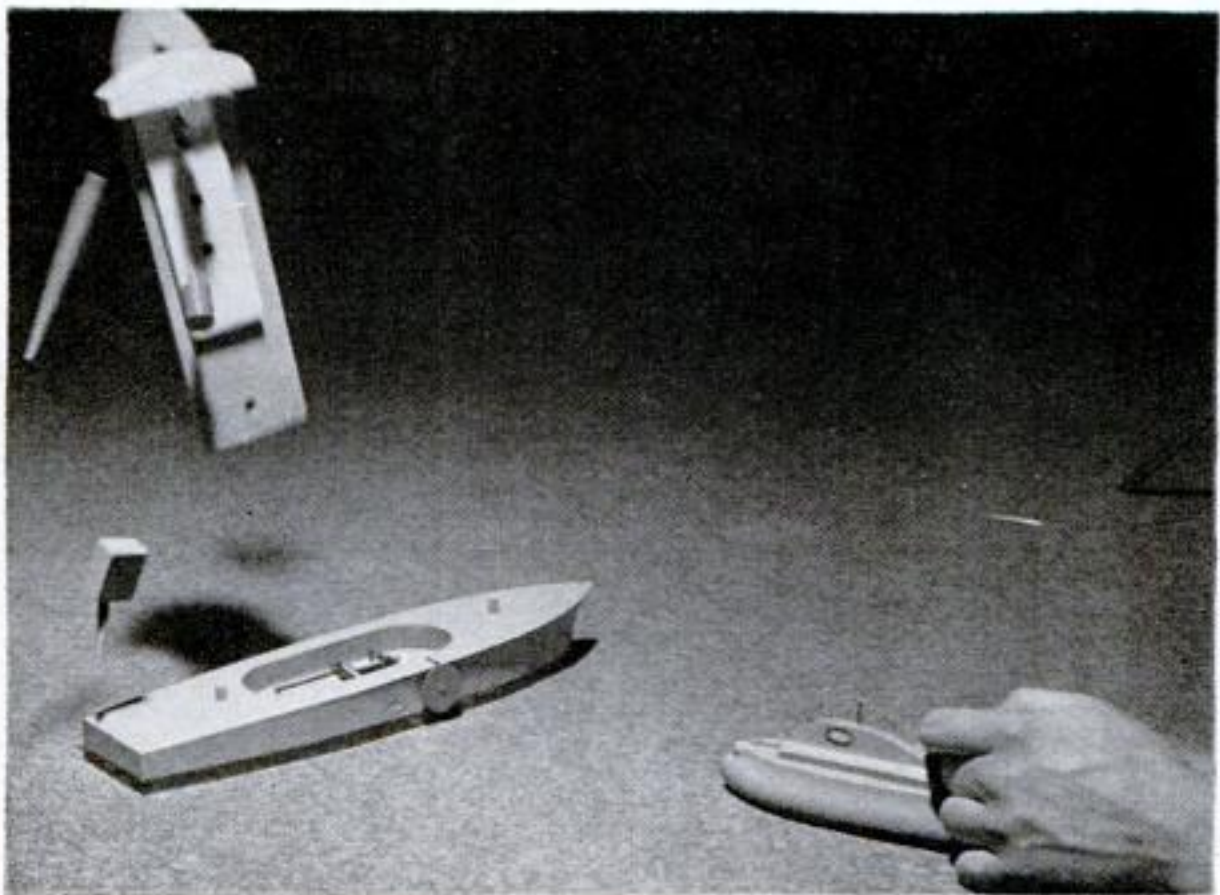
On the page opposite are some of the newest of England's realistic war toys. Horrible as all this may seem to American mothers, the European child's delight in war toys follows the familiar toy behavior pattern. Children crave toys that help them mimic their elders.

Children in the U. S. would also like to have war toys but women's groups have conducted ruinous boycotts against manufacturers and stores stressing them unduly. This year, while the demand for miniatures of warriors and equipment has been too great to ignore, U. S. manufacturers have euphemistically disguised them as "defense" toys.

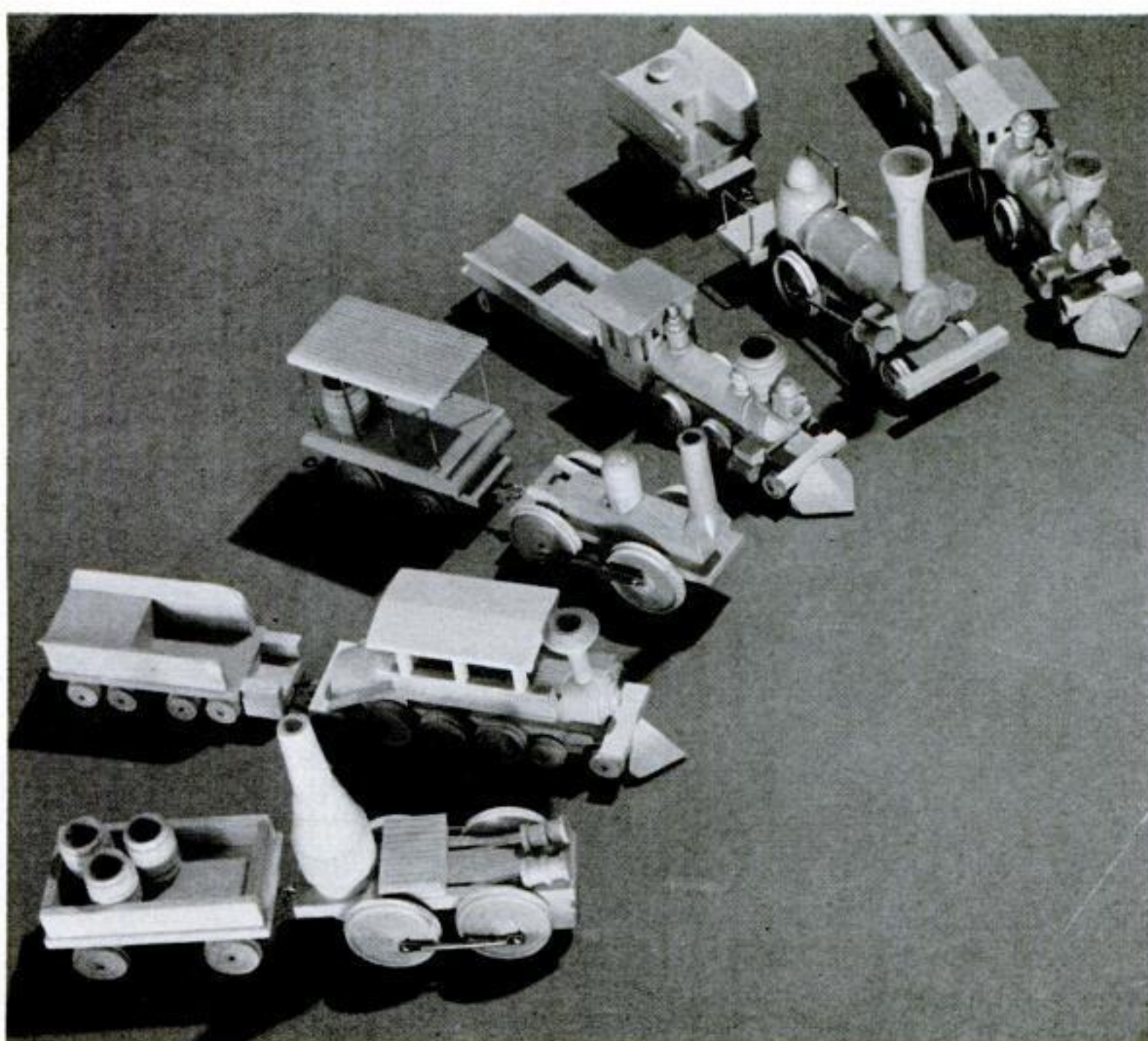
Still dominant, however, among U. S. toys are the purposeful playthings and the workable miniatures of arts, sciences, industries. Little girls still want to be little mothers and the manufacturers are co-operating by making toys like those shown on the next page.



**Exploding battleship** is one of the new U. S. "defense" toys. When torpedo shot from submarine hits target, hidden spring is released, ship explodes.



**Model stock farm** is one of the new U. S. miniatures. Built to scale ( $\frac{3}{8}$  in. = 1 ft.) after an ideal farm plan, it includes dairy barn, hog house, sheep shed, chicken house, animals. It costs \$1.79.



**Miniatures** of famous old locomotives are made from 25¢ construction sets. Trains are (l. to r.) the *Best Friend of Charleston*, *Ross Winans*, *DeWitt Clinton*, *J. W. Bowker*, *Wm. Galloway*, *Wm. Crooks*.





*The Gift Every Man Wants!*



**\$25**

**The Super-Speed Candid That Gets ACTION... NIGHT... COLOR SHOTS!**

Ask any man what a thrill he'd get out of taking prize-winning, split-second action pictures—by night, as well as by day; in color, as well as black-and-white! At only \$25, the sensational new Univex Mercury—with lightning speed of 1/1000th of a second and deep-focus f3.5 lens—embodies every important feature of the most expensive foreign-made speed cameras! It's truly the perfect Xmas gift—one that will give a lifetime of pleasure and remembrance! See it at your dealer's today—many feature it on easy-payment terms.

**FEATURES:**  
Tricolor deep-focus f3.5 lens • 1000th second focal plane shutter • Built-in flash synchronizer • Automatic film transport—double exposure impossible • Interchangeable lens equipment • Quick-action simplified controls. Uses economical Univex film.

**PROOF!** Unbiased tests show that the Univex Mercury has the most accurate shutter speed of any candid under \$500!

**UNIVEX <sup>1/1000th</sup> Second MERCURY**



**WATCH THEIR FACES BEAM**

When They See The New

**Electresteen**  
**Portable** **ELECTRIC STEAM RADIATOR**

Approved by the UNDERWRITERS' LABORATORIES, Inc.

**SAFE, CLEAN, HEALTHFUL, THRIFTY**  
*Warmth... When and Where You Need It!*

This Christmas—and for many years to come—everyone in the family will enjoy the extra coziness Electresteen affords. ★ No pipes or special wiring. ★ No fumes, odors or parched air. ★ USES NO MORE CURRENT THAN A MODERN ELECTRIC IRON. ★ Bonderized steel construction, baked enamel finish, AC-DC current. ★ Convenient carrying handle, rubber-cushioned, mar-proof sliders. ★ Dozens of other plus-value features. ★ A hundred-and-one safe, handy uses.

Mail Coupon TODAY For Details!

**ELECTRIC STEAM RADIATOR CORP.**  
**Detroit, Michigan**

**On Sale at Local Dealers and all Sears, Roebuck Stores**  
Export Agents: Borg-Warner, Int'l

Electric Steam Radiator Corp.  
Detroit, Michigan Dept. 12  
Gentlemen:  
☐ Please send name of nearest dealer.  
☐ Please send details of dealer franchise.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

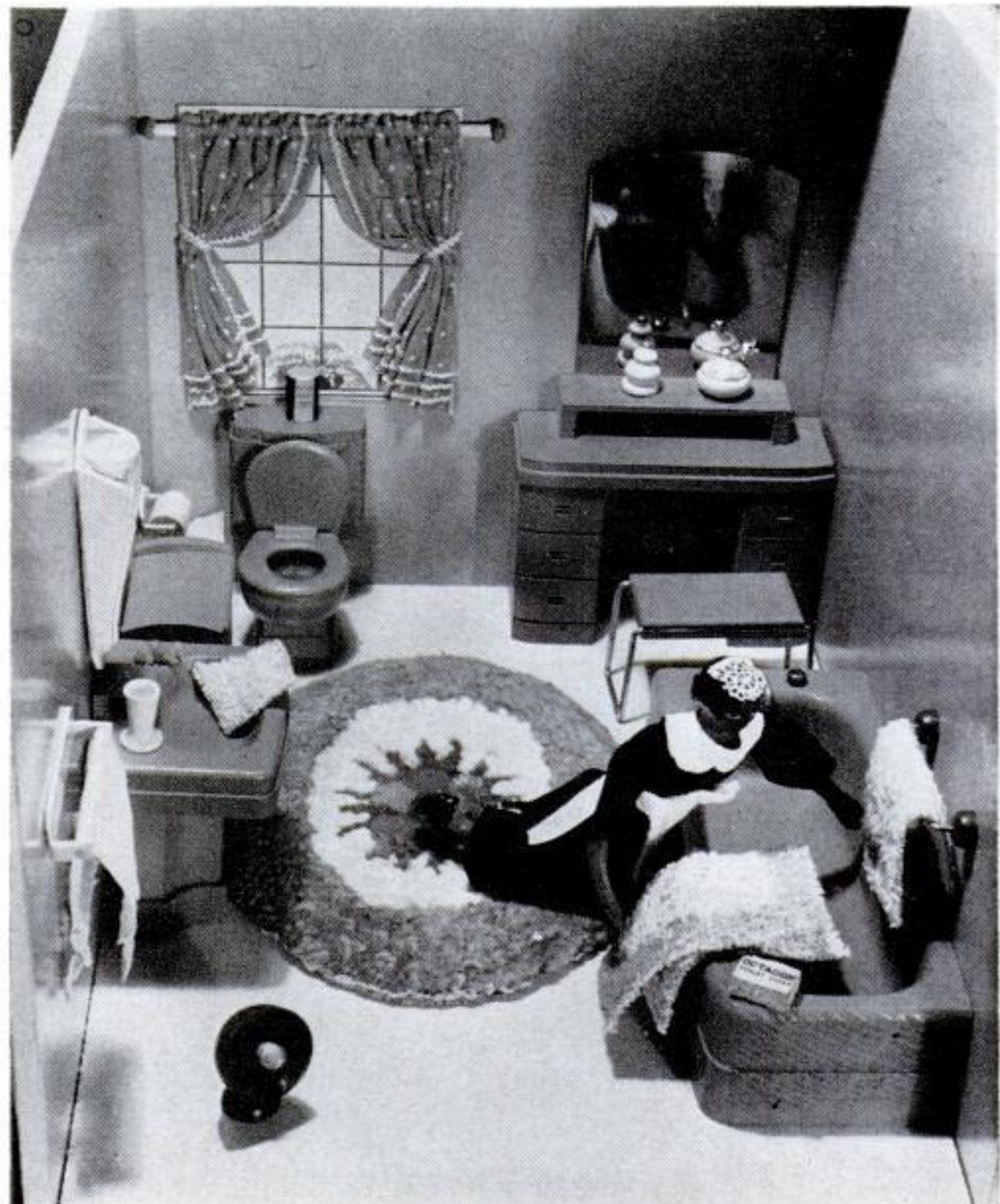
**Peace toys (continued)**



Living-room furniture for this doll's house includes a radio and piano, each with music box that plays, sectional modern sofa, rug, curtains, all bought separately.



Kitchen equipment in this nine-piece set costing \$2 includes a refrigerator, cabinet sink, gas range, table with two chairs, wastebasket, mixing bowl and a clock.



Bathroom equipment is realistic. Other rooms available include dining room, bedroom, nursery, sun room, schoolroom. Tiny mannikins are flexible, cost \$1 apiece.



# What's the favorite ham this Christmas?



In homes like these scattered throughout the country, women who said they read LIFE were polled on their preference in ham. The victor? Swift's Premium—the ham of matchless flavor!

## Magazine-reader poll forecasts



Asked over the phone "What brand of ham do you think is best?" these women named Swift's Premium far oftener than any other brand.

# "Swift's Premium!"

● Independent research workers made this poll, in twelve cities scattered throughout the country. They telephoned housewives, asked hundreds and hundreds of those who reported they read LIFE magazine: "What brand of ham do you think is the best?"

The result was a landslide for one particular brand! Swift's Premium, the ham of marvelous flavor, polled over twice as many votes as its nearest competitor, almost as many as all the other mentioned brands combined!

This was the second in a unique series of such polls.

In the first, taken among women of Washington, D. C., Swift's Premium scored an equally spectacular victory.

Don't you think these polls are a pretty safe guide for your choice of a Christmas ham? Swift's Premium, tender as spring chicken, has flavor you get in no other brand. Mildness and richness from Swift's secret Brown Sugar Cure. A mellow tang from Swift's special Smoking in Ovens.

For superlative holiday feasting—serve Swift's Premium Ham!



**THE REASON!** Unmatched flavor from Swift's secret Brown Sugar Cure and special Smoking in Ovens!

**HOLIDAY HAM** (A Martha Logan recipe!) Wrap your Swift's Premium Ham loosely in the inner wrapper or in clean wrapping paper. Bake fat side up, on rack in open pan, in a slow oven (325° F.), without water. For cooking times, read tag attached to each ham. Remove paper and skin; dot with cloves; glaze, and brown in hot oven (400° F.). Serve with it giant ripe olives heated, and grapefruit sections, buttered, sugared, and salted before broiling.

REMEMBER, THE MEAT MAKES THE MEAL



Copr. 1939 by Swift & Company





# Wine with your festive meals

...IT LENDS A SPECIAL TOUCH OF HOSPITALITY

*Famous hosts and hostesses find an increasing number of their guests prefer this moderate kind of beverage*

A fine table wine like ruby Burgundy or golden Sauterne—its soft fragrance mingled with the savory aroma of roast turkey! Each taste piquant and appetizing, inviting you to enjoy dinner to the full!

Why don't you try it, this year?

Sip your wine slowly—let it bring out and complement the tempting flavor of

"turkey and fixings." For Burgundy and Sauterne make good food taste even better...they are made especially to add glamour and extra goodness to your main course.

You'll find wines like these add a note of leisurely enjoyment—a note of geniality—to your festive meal. They flatter your most discriminating guest.

And as these famous "dry" table wines add a crowning touch to dinner, so the "sweet" wines bring graciousness to your evening entertaining.

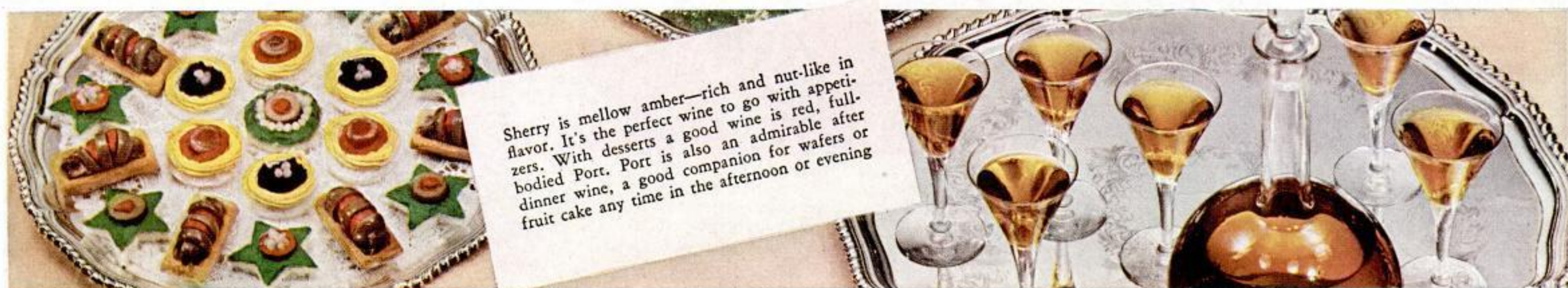
Here, for instance, is an idea reported by

well-known hosts in many sections of the country. A gay assortment of appetizers flanked by two decanters—one glowing with mellow Port, the other flashing with amber Sherry. It's become "the tops" with many, who notice a growing number of people prefer wine as their beverage today.

Just try it at your home. With appetizers or evening refreshments give every guest an opportunity to make wine his beverage. Or bring to dinner one of the good table wines and pour it when the main course is served—as a special touch of hospitality.

**THE WINES OF CALIFORNIA:** Now chosen by more than 9 out of 10 American hosts and hostesses are the good wines of our own country. The wines of California, for example, are grown to strict standards of quality. You will find these wines true to type. Well developed. Inexpensive.

*This advertisement is printed by the wine growers of California, acting through the Wine Advisory Board, 85 Second St., San Francisco*



Sherry is mellow amber—rich and nut-like in flavor. It's the perfect wine to go with appetizers. With desserts a good wine is red, full-bodied Port. Port is also an admirable after dinner wine, a good companion for wafers or fruit cake any time in the afternoon or evening



# CANADA AT WAR



ACROSS THE RIVER FROM DOWNTOWN DETROIT, A CANADIAN SOLDIER OF THE ESSEX SCOTTISH REGIMENT GUARDS A WINDSOR, ONTARIO, ARMORY

## U. S. NEIGHBOR GIRDS FOR ACTION

For the past three months, hundreds of thousands of citizens of Washington, Idaho, Montana, North Dakota, Minnesota, Michigan, New York, Vermont, New Hampshire and Maine have been able to look out from their own windows into a nation at war. This, so far, is the closest actual contact Americans have had with the war. What is happening in Canada is important to Americans for three reasons. President Roosevelt has pledged the U. S. to defend Canada against invasion. Americans have two billion dollars invested in Canada. And Canada at war offers the nearest thing possible to a preview of what life in America would be like if this nation should go to war again.

American tourists, who may cross the border as freely as ever, find Canada looking just about as it did in peacetime. The only visible changes are an abundance of uniforms, and signs like the Red Cross poster at right. There are no bursting bombs, no blackouts, no air-raid shelters. From the sea-girt Maritime Provinces, through industrial Quebec and Ontario, across the great prairies of the west and up

to the forests of the north, Scots fishermen, French peasants and lumberjacks, Indian trappers, Americanized businessmen and strapping wheat farmers may still be seen carrying on as they always have.

But the traveler soon discovers that not only are Canadians afraid to talk too much, but even they

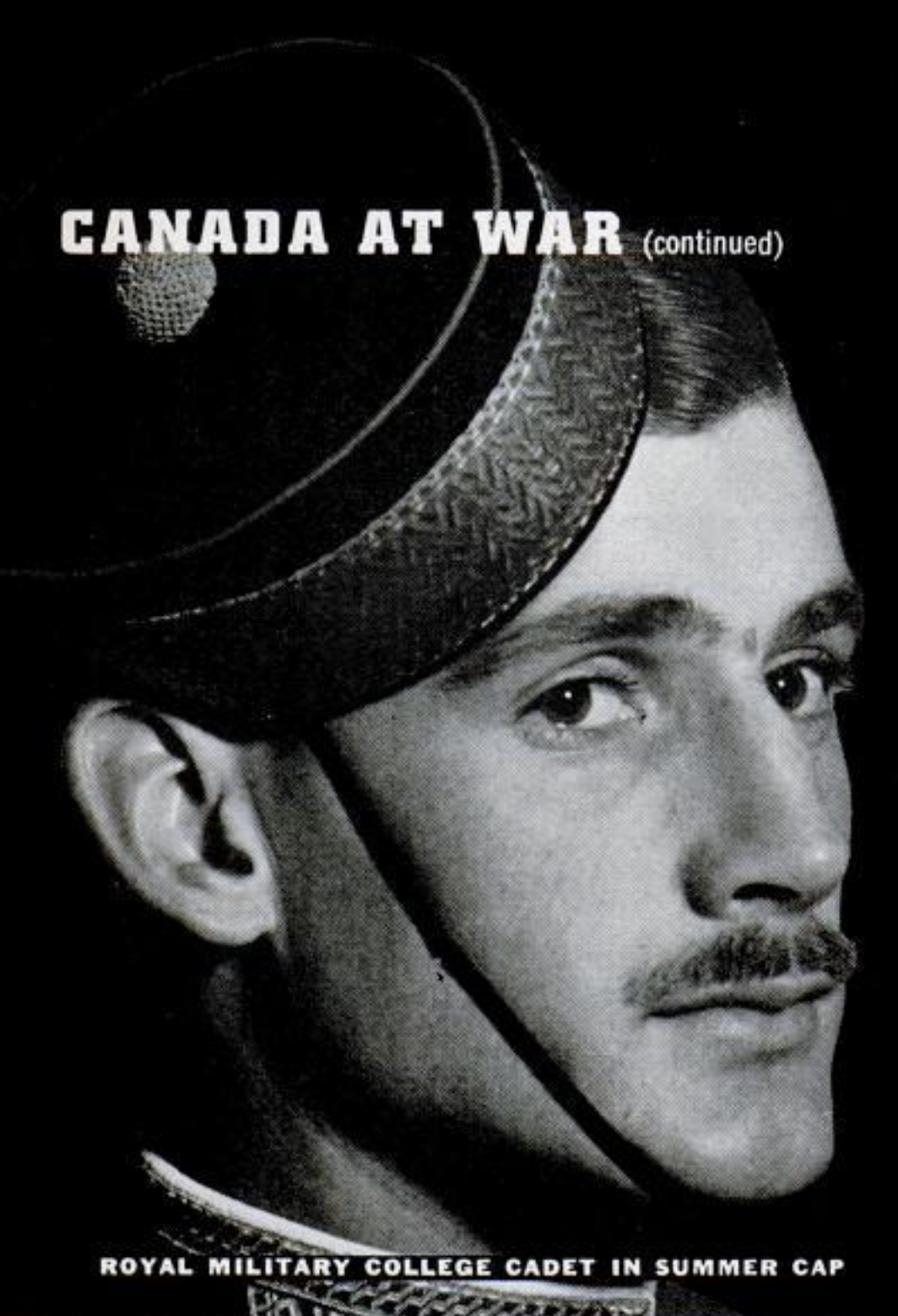
do not know in any detail what their Government is up to. Democracy, including free speech and free press, went out the window as soon as Canada declared war. Clamping down a censorship tighter even than Great Britain's, Prime Minister King (*see p. 74*) and his Cabinet have retired with their dictatorial powers into a thick fog of secrecy.

The main outlines, however, are known. Canada was not prepared for war. "We are at war with Germany," observed a well-informed Canadian lately, "yet we could not win a war against the State of Michigan." With a militia totaling 53,000 men, woefully short of equipment, an air force of 300 planes and a "navy" consisting principally of half a dozen destroyers, Canada was not even ready to defend itself, let alone take the offensive. Still uncertain about how much actual fighting it will be called on to do in Europe, it is readying troops (about 60,000) nonetheless, working hardest to prepare itself for its principal functions as a source of Allied supplies and a training ground for aviators.



RED CROSS HAS RAISED \$4,100,000 IN WAR DRIVE





ROYAL MILITARY COLLEGE CADET IN SUMMER CAP

## IT FACES THE FIGHT GRIMLY

Like the European combatants, Canadians are going in to the current war with none of the enthusiasm and sense of adventure they felt in the last one. Nor, though newspapers castigate the "Huns," do the people and soldiers display their oldtime hysterical hatred of the Germans. Instead, the traveler finds only a profound conviction that Hitlerism is a menace that must be wiped out, however distasteful the job, and a grim, calm determination to see it through. The faces of Canadian soldiers on this page reflect that feeling, as well as suggest the fighting qualities that made Canadian shock troops famous at Ypres, Vimy Ridge, Amiens, Cambrai and many another battleground of the last War. The Government has promised there will be no draft, but enlistments are running well ahead of need for men. In the last war, 30,000 Americans enlisted in Canadian forces. Now only Empire subjects are being accepted.



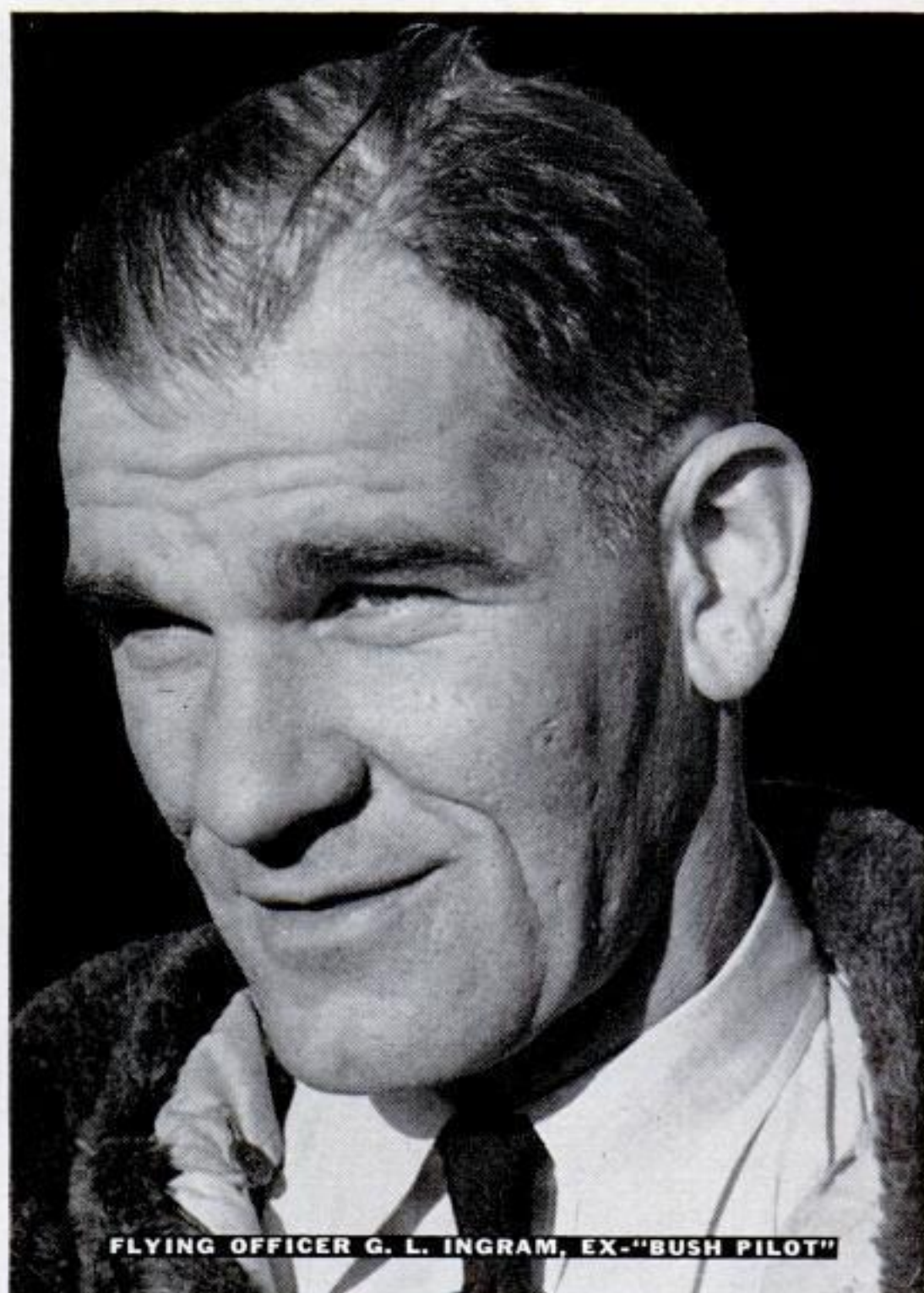
SAME R.M.C. CADET IN ASTRAKHAN WINTER CAP



SGT. F. M. PEARCE OF ROYAL CANADIAN AIR FORCE



WING COMMANDER L. F. STEVENSON OF THE R.C.A.F.



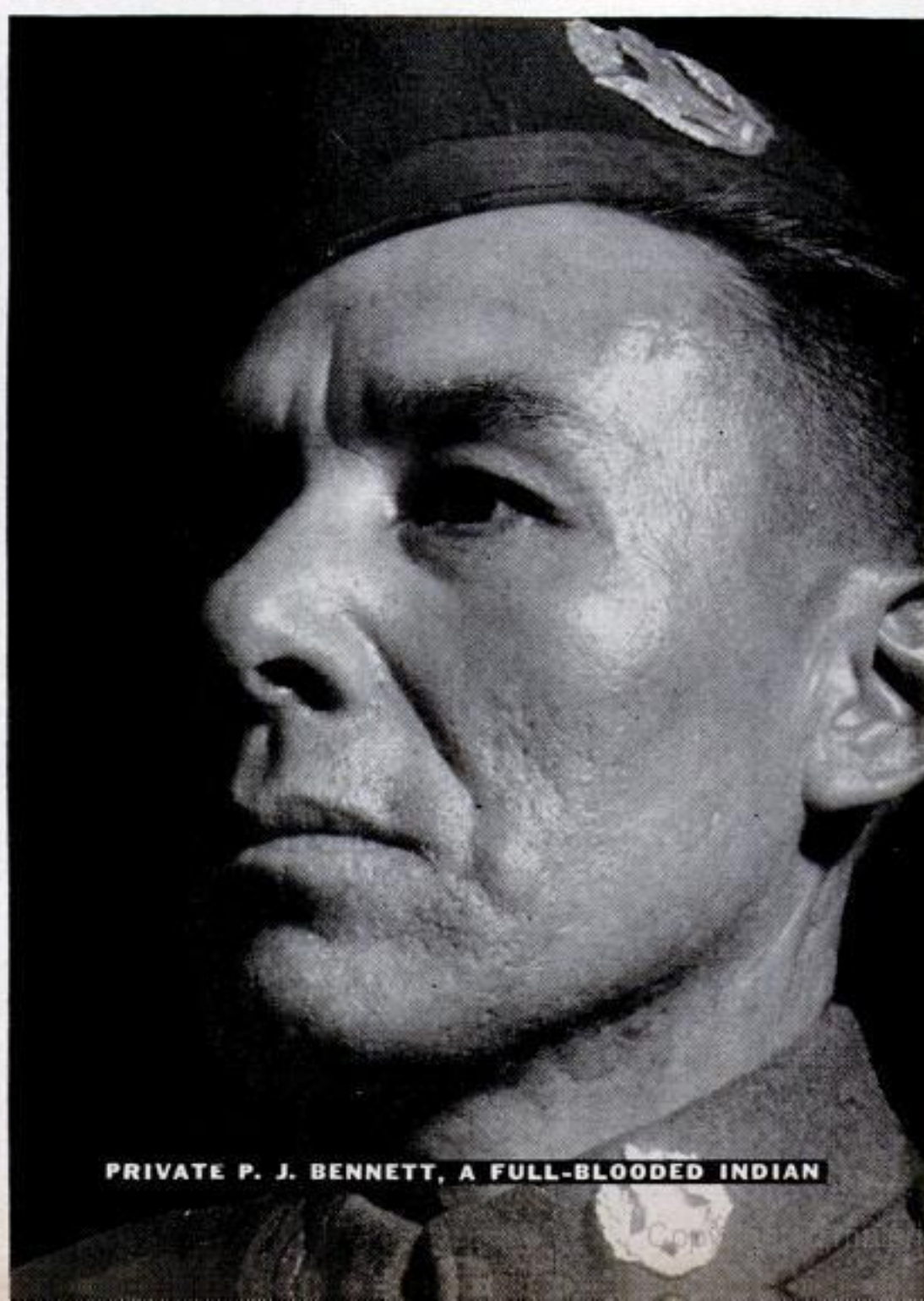
FLYING OFFICER G. L. INGRAM, EX-"BUSH PILOT"



70 CORPORAL J. T. BROWN, DRIVER OF A LIGHT TANK



SERGEANT G. K. MATHER OF CAMERON HIGHLANDERS

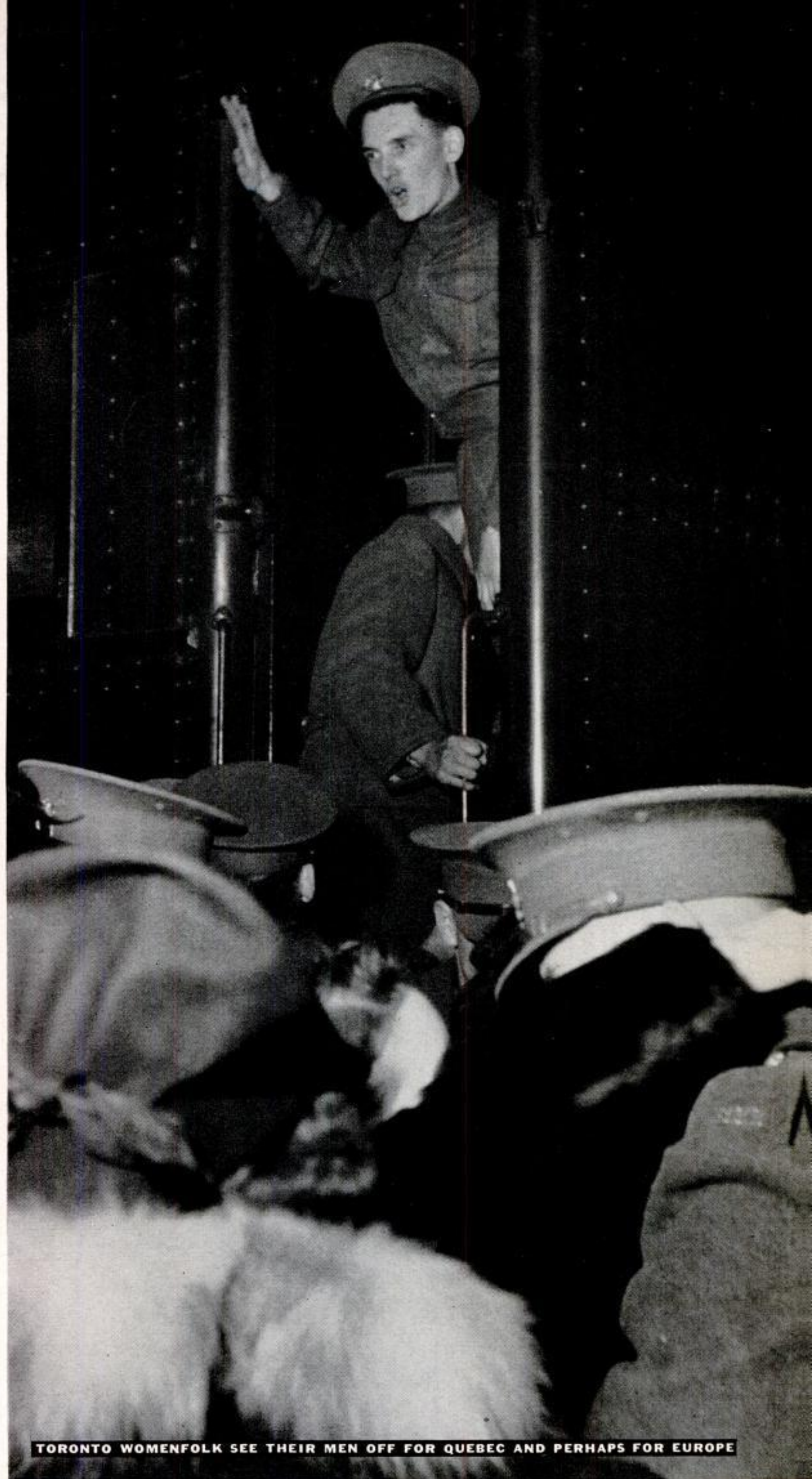


PRIVATE P. J. BENNETT, A FULL-BLOODED INDIAN





VETERANS OF LAST WAR WATCH FOR SABOTAGE AT POWER PLANTS AND WATER MAINS



TORONTO WOMENFOLK SEE THEIR MEN OFF FOR QUEBEC AND PERHAPS FOR EUROPE



"HITLER" GETS DRAGGED OFF STAGE AT A SHOW FOR TROOPS IN TORONTO BARRACKS



THE GIRLS STILL FALL FOR UNIFORMS

CONTINUED ON NEXT PAGE



# ITS BIG JOB IS AVIATION

Although two Canadian divisions are being readied for service as an expeditionary force under command of Major-General A. G. L. McNaughton (*see front cover*), the British and French already have more infantrymen than they need for the current war of stagnation. They want no more mouths to feed. What they do want from Canada is highly skilled specialists: machine-gunners, engineers, tank experts—and especially airplane pilots and mechanics. Already over 1,000 Canadian airmen—the first to go overseas—are enlisted in Britain's Royal Air Force. Because Canada is safe from enemy air raids and its prairies make ideal airfields, plans are afoot to make it the central air training ground of the British Empire, with a production goal of 25,000 airmen per year. Men from Britain, Australia and New Zealand will get their groundwork at home, then be sent to Canada for advanced training. The four countries will share the cost. Many U. S. planes will be used, but Canada is rushing to increase its own pipsqueak plane production (last year: 282).

The pictures of aviation training on these pages were taken at the Trenton Airport (*see air view at the left*), Canada's principal military air base, on Lake Ontario about 100 miles northeast of Toronto.



At Trenton Airport, budding airmen line up on parade ground for roll call. Notice new recruits at far right who are not yet in uni-





Short of modern equipment, Canada trains its machine-gunners with the obsolete Lewis gun. Right: student and instructor in warm plush flying suits called "teddies" after Teddy bear.



form. Over 25,000 Canadian youths have tried to enlist in the Air Force. Canada has compressed its military air-training course from 500 to 150 hours of flying. Many instructors are War veterans.





## IT IS LOYAL TO THE EMPIRE

"The idea that every 20 years this country should feel called upon to save a continent that cannot run itself seems to many a nightmare and sheer madness."

The author of that declaration was not Senator Nye or Vandenberg or Borah or any other U. S. isolationist but the Right Honorable William Lyon Mackenzie King, Prime Minister of Canada. Speaking in Canada's House of Commons, he summoned those who believed that Canada's fate was indissolubly tied up with that of the British Empire to remember and weigh well "our position as a North American nation and particularly our neighborhood to the United States."

That was on March 30, 1939. On Sept. 9, 1939 Canada's Parliament, with Mr. King in the van, followed Great Britain into its war with Germany. The picture at left was taken in the library of Laurier House, Mr. King's home in Ottawa. The caption prepared for LIFE's photographer by the Prime Minister himself reads: "The Prime Minister had in his hand secret despatches dealing with the progress of the war, among the number a lengthy despatch from Mr. Chamberlain, Prime Minister of Great Britain."

Mr. King, able, conciliatory, mild-mannered leader of Canada's Liberal Party since 1919, is a onetime fellow in economics and political science at University of Chicago and Harvard, a warm admirer of the U. S. and an ardent democrat. Canadians in general—largely because of the behavior of British remittance men in Canada—are not overly fond of the British people. Though their Governor General has no more real power than the King does in Britain, the mere idea of having a vice-monarch sent out from London rubs many of them the wrong way. But Canadians' response to the visit of King George and Queen Elizabeth last spring left no doubt of their loyalty to the tie of Empire symbolized by the British Crown, now represented in Canada by Lord Tweedsmuir (*opposite page*). Whether the capital of the Empire may some day move from London to Ottawa, or whether Canada may turn more closely to the U. S., is hidden in the mists that surround the fortunes of war and the fate of empires. But for the present, under the actual test of war, Canadians have made their choice and are standing firm on it.

Their Empire loyalty is already costing Canadians dear, not only in temporary loss of their liberties but in higher costs of living and higher taxes. Finance Minister J. L. Ralston estimated on Nov. 24 that the first year of this war would cost Canada \$315,000,000—twice what it spent in the first 20 months of the last one. Heavy new taxes have been laid on incomes and excess profits, and taxes on liquor, tobacco, tea and coffee have been drastically raised.

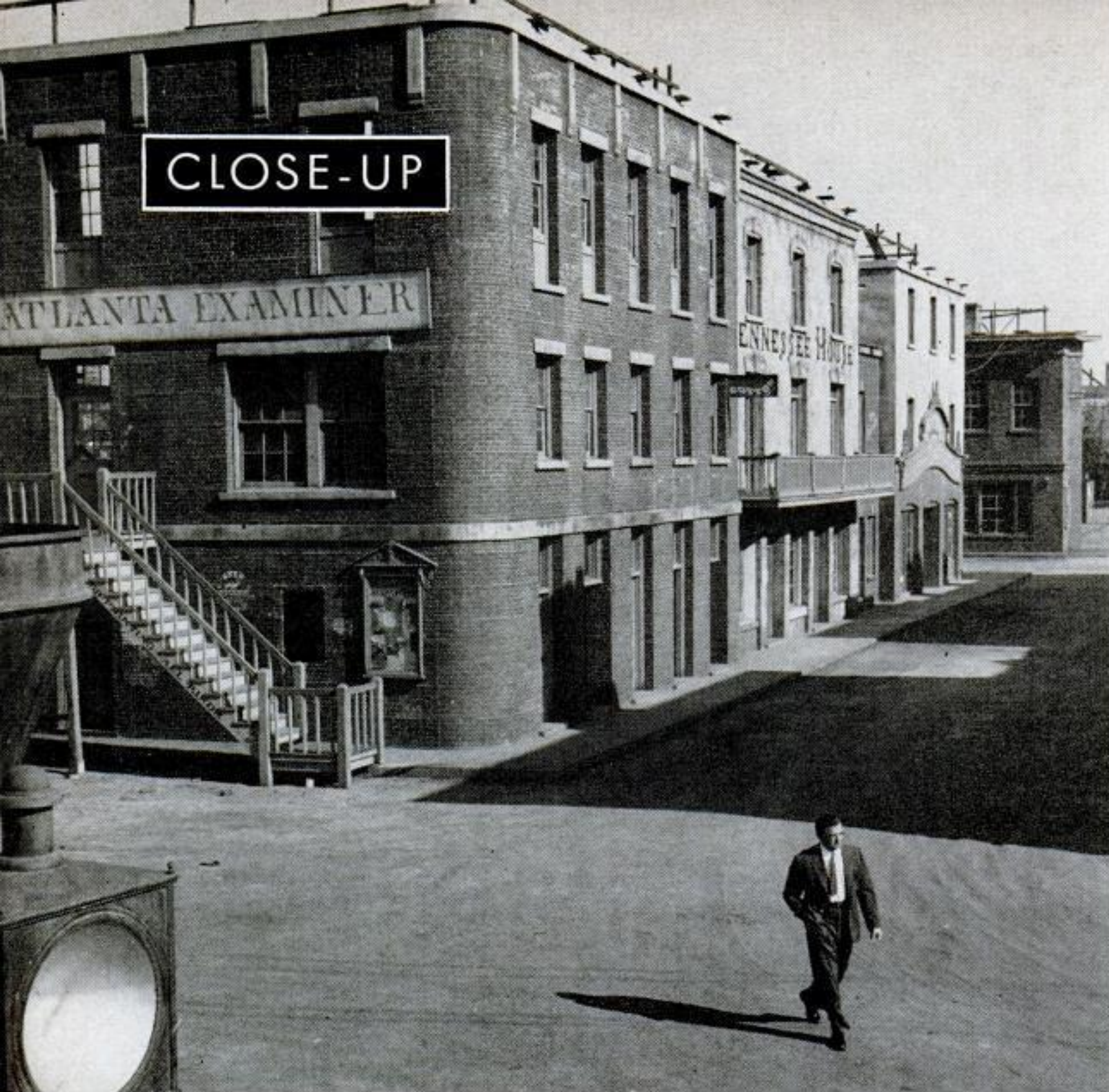


The Governor-General, Lord Tweedsmuir (*center*), reviews troops as titular Commander in Chief. Opposite: Tweedsmuir in ballroom of Government House in Ottawa. Note portraits of former King and Queen have not been replaced.





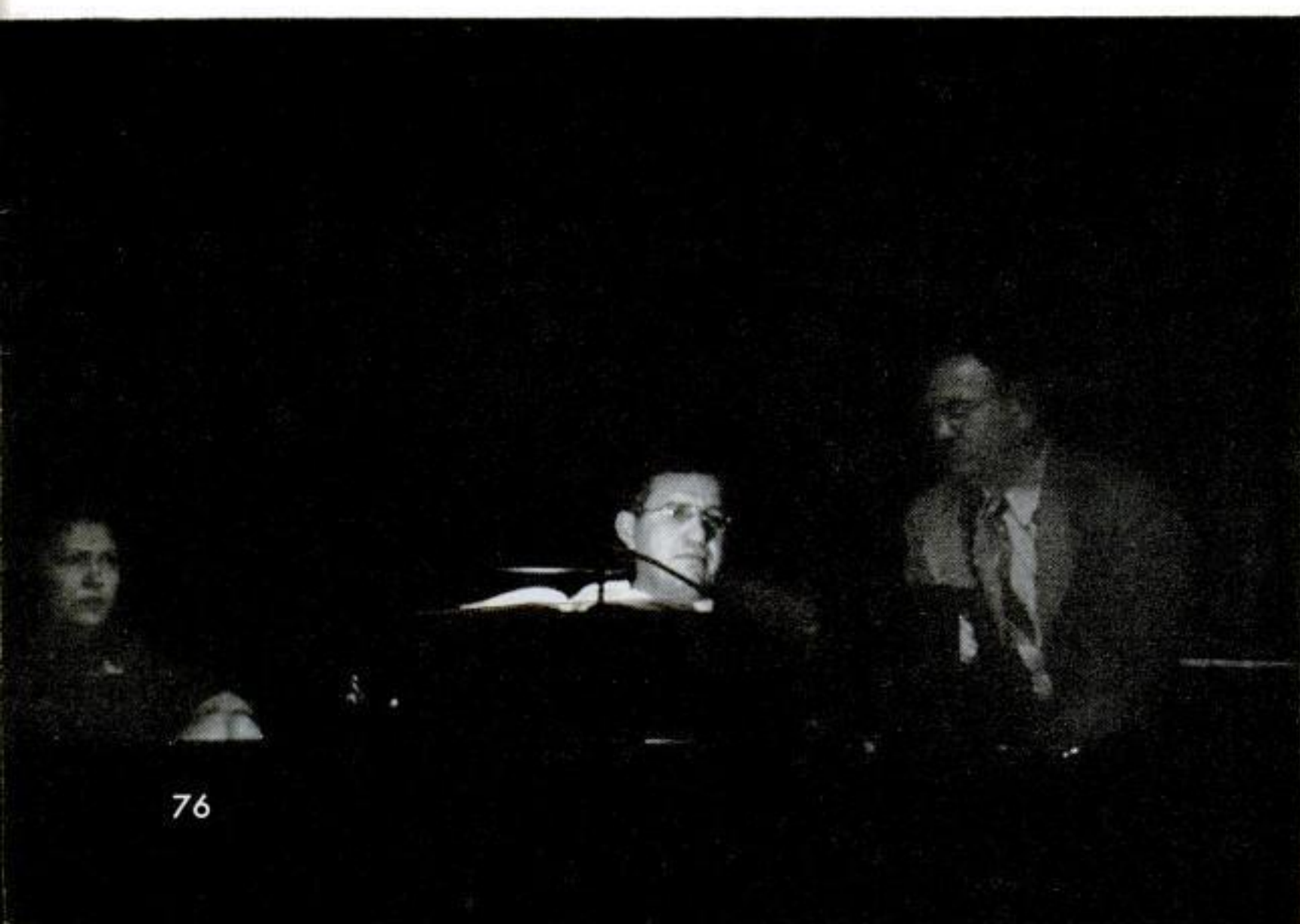




**Selznick's Atlanta** was one of largest sets ever built in Hollywood. Here the producer walks away at end of a day's "shooting." In the film, crowds gather before the *Atlanta Examiner* and learn for first time that the South lost at Gettysburg. Rhett Butler lived in Tennessee House.



**He snatches a bite** of lunch at his desk while dictating to Harriett Flagg, one of two secretaries. He averaged 18 hours' work a day while making this huge picture and his hair turned partly gray. Below: long after midnight, Selznick supervises the cutting of the film.



# HOLLYWOOD'S SELZNICK

THE MAN WHO MADE "GONE WITH THE WIND"  
GAMBLES \$4,000,000 ON A SMASH SUCCESS

By Henry F. Pringle

**A**t 8:30 on the evening of the day this issue of LIFE appears, *Gone With the Wind* will have its world premiere in the Grand Theater at Atlanta, Ga. Governor Rivers has declared Dec. 15 a holiday. Mayor Hartsfield has proclaimed a three-day festival. The city is filled with bunting and for weeks Southern society has been scrambling for bids to a gala *Gone With the Wind* Ball. Clark Gable, Vivien Leigh and the other stars will parade through the city. Eight Governors will attend. Tickets cost \$10 each. The theater seats only 2,500 and such is the fury of those who could not get tickets that Governor Rivers may have to call out the militia to prevent a riot. Atlanta has not known such excitement since the day in 1864 when General Sherman marched into the city, a day which the film records in all its terror.

*Gone With the Wind* is one of the three most expensive movies ever made. Selznick International figures the cost at \$3,957,000 (*Hell's Angels* and *Ben Hur* also cost about \$4,000,000 each). It is also the longest, running three hours and 45 minutes, with a ten-minute intermission. The history of its making is a minor epic in itself.

David O. Selznick bought the screen rights to *Gone With the Wind* on July 30, 1936, for \$50,000. The low price is explained by the fact that the book had just been published. Katharine Brown, Selznick's Eastern story editor, read it in proof and sent Selznick an enthusiastic telegram. Selznick himself read only a 150-page digest of Margaret Mitchell's 1,037-page novel, bought it and then took it with him on a vacation trip to Hawaii. Two months later he returned to find the book well started on the sensational career in which it has sold 1,788,000 copies and been translated into 16 languages.

A large section of the American public seemed to feel a personal responsibility for the movie. A flood of letters gave Mr. Selznick to understand that he had better not try leaving out or changing any important part of the book. Newspapers and clubs from Butte to Bangkok were nominating their choices for Scarlett O'Hara. During 1937, in the Selznick mail, Miriam Hopkins led the voting for Scarlett. By 1938 Bette Davis was out in front, with Norma Shearer second. Margaret Sullivan, Katharine Hepburn, Paulette Goddard—all had their devoted rooters. Rather than risk offending most of the public, and also because it is good business to whip out new stars, Selznick determined to have an "unknown" for Scarlett. Fourteen hundred were interviewed, 28 expensively screen-tested. Vivien Leigh, who had made a film or two in England, fell into his hands by luck. Green-eyed, slim and strangely like Miss Mitchell's heroine in appearance, Miss Leigh was visiting Hollywood and chanced to have lunch with David Selznick's agent brother, Myron. The studio was already at work burning down the city of Atlanta before seven Technicolor cameras when Myron took Miss Leigh over to the lot and said to his brother: "I want you to meet Scarlett O'Hara." She was tested the next day and promptly signed.

Rhett Butler was easier. "We want Gable," chorused the fans. But Metro-Goldwyn-Mayer owned Gable and drove a hard bargain. In return for Gable's services and \$1,250,000 toward production costs, M-G-M got the distribution rights and a large share of the profits, maybe 35%.

At least ten writers worked on the script. The late Sidney Howard made the first draft. Other drafts or scenes were written by Jo Swerling, Oliver H. P. Garrett, Ben Hecht, John Balderston, John Van Druten, Michael Foster and F. Scott Fitzgerald. Selznick rewrote them all.

The script was still in chaos on Jan. 26, 1939, when George Cukor,

CONTINUED ON PAGE 78





David O. Selznick muses on the lawn of Scarlett O'Hara's "Tara"



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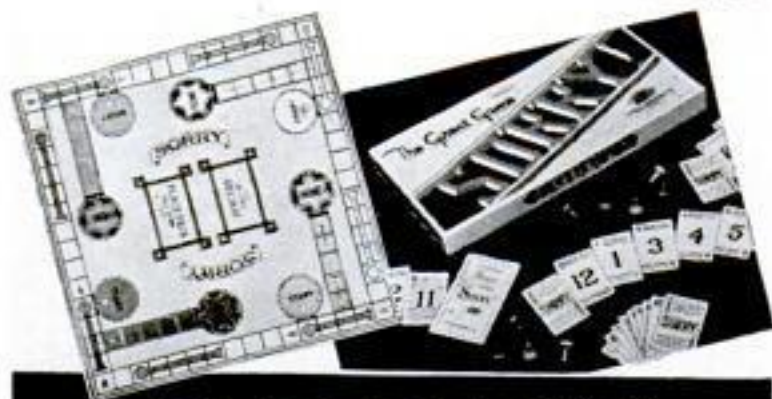
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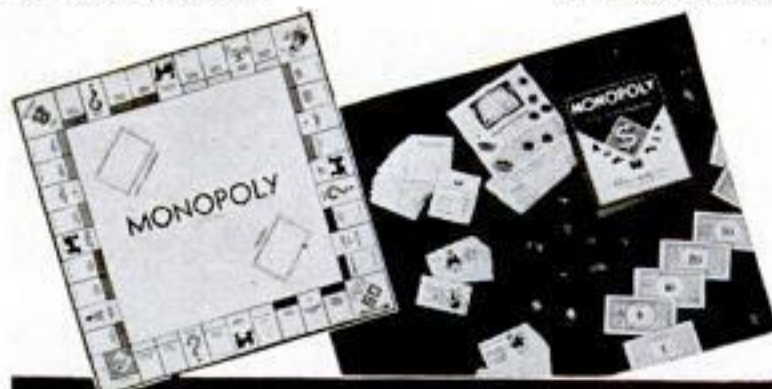
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Anti-Yankee signs will help sell articles for charity at Gone With the Wind Ball in Atlanta, Dec. 14.



Atlanta's Junior Leaguers are being measured to decide whose measurements are closest to Vivien Leigh's. Winner will wear her "Scarlett O'Hara" dress to the premiere ball.



Mrs. Alonzo Richardson, clubwoman, will dress as "Aunt Pittypat" for the Gone With the Wind Ball.

## SELZNICK (continued)

the first of three directors, began shooting. After three weeks of production, Selznick decided that Cukor failed to grasp the magnitude of the picture, that his action sagged, that he favored the female characters over the male. Cukor was taken off. To give the picture epic sweep and put "guts" into the part of Scarlett, Selznick then brought in Victor Fleming, Gable's choice. Fleming and Vivien Leigh quarreled constantly. Many a day's end found the director in a rage, the star in tears. Fleming drove himself as hard as he drove the cast and finally had to go to bed for a week while a third director, Sam Wood, pinch-hit for him. The three directors shot 474,538 feet of film, enough to run 88 hours.

To break even, *Gone With the Wind* must gross roughly \$4,000,000 in production cost plus expenses of exploitation, distribution and exhibition—in all, about \$5,500,000. In the history of the movies only two pictures have ever grossed this amount. One was *The Birth of a Nation* and the other was *Snow White and the Seven Dwarfs*. At first look, therefore, the chances of *Gone With the Wind*'s breaking even seem slim. The best reason to believe it will turn out all right is the past record of the genial, rather heavy-set young man who produced it. Compared with movie factories like M-G-M, David Oliver Selznick is a small-scale producer, but his batting average of hits is the highest in Hollywood. This is no empty opinion but a matter of dollars and cents, calculated each year by the *Motion Picture Herald*. For eight consecutive years, Selznick's pictures have had the highest average gross.

## Screenwriter's nightmare

When a screenwriter or a director gets, through his agent, a call from Selznick International Pictures studio in Culver City, Calif., he is in a quandary. If he accepts the assignment, the hazard of working under David Selznick confronts him. And that means laboring outlandish and prolonged hours for a producer, outwardly amiable to the point of sweetness, who is the most dictatorial and irregular executive in an industry where irregularity is commonplace.

But the Hollywood writer or director who rejects a Selznick job faces the sickening probability that the picture will turn out to be a smash hit when it is finally completed and released. Association with a

smash hit is extremely important to all writers and all directors. So if they have not worked for David Selznick too recently, if their nerves have been restored to partial calm and their stomach ulcers have subsided, they are likely to say yes and then curse the decision for weeks and months.

David Selznick has rejected offers which would bring in an annual income of \$1,000,000 upwards because of his ambition to be his own unquestioned boss. He has been all through the business of mass movie production and loathes it. He left RKO in 1933, although offered approximately \$600,000 a year, because M. H. Aylesworth, as board chairman, was to have a voice in production. When he abandoned Metro-Goldwyn-Mayer two years later to form his own company, the inducement to remain was astronomical. But David Selznick—like Lewis J. Selznick, his loud-laughing reckless parent, who was a pioneer in the making and selling of films—would tolerate no control. To a Selznick, money beyond a point is unimportant; it is merely something to gamble with.

## He can delegate but he won't

David Selznick's principal fault, if it is a fault, is his inability to delegate any part of a film production. Once when an outspoken associate, irritated by the inevitable delays caused by the Selznick method, reproached Selznick for trying to do too much himself, the producer sweetly retorted: "You said I *couldn't* delegate. But I can. I did at RKO and at M-G-M. The point is I don't *want* to."

So an incident of a typical day might be Carole Lombard's walking slowly up and down in front of David Selznick in the dresses she is to wear for a forthcoming film. Selznick has a flare for clothes and costumes. He can tell whether a particular silk is the quality he wants and how a color will photograph. A hat to be worn by Ronald Colman in *The Prisoner of Zenda* was brought in to him before the scene was shot. The feather, Selznick directed, should be longer, and a check by the research department showed that he was right.

All designs for sets and all sets, all designs for costumes and all costumes, all make-up and other tests, all musical scores—David Selznick must personally pass on them. But, above all and without exception, he must approve every single line of the script. His immediate, automatic reaction to any treatment or

CONTINUED ON PAGE 80

"Twelve Oaks," where Ashley Wilkes lived, was a fine classical country mansion with a beautiful serpentine staircase. This is the staircase as designed by Joseph B. Platt and built for the movie.



Aunt Pittypat's parlor where Rhett wooed Scarlett, is Mid-Victorian, upholstered, feminine. Knick-knacks give room a sentimental air. Sets are modeled faithfully on ante-bellum Southern homes.





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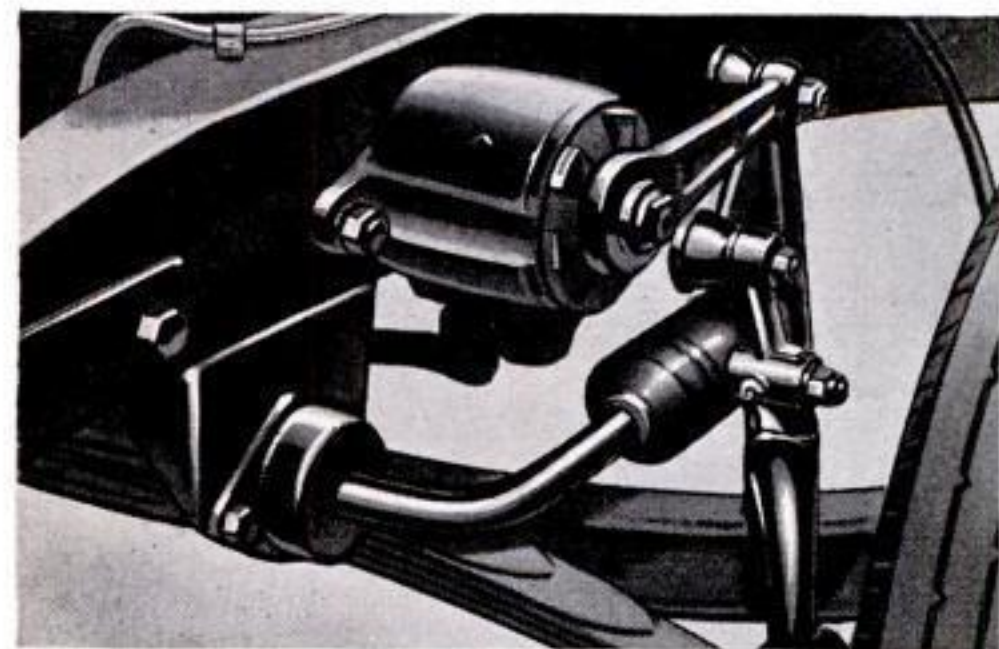
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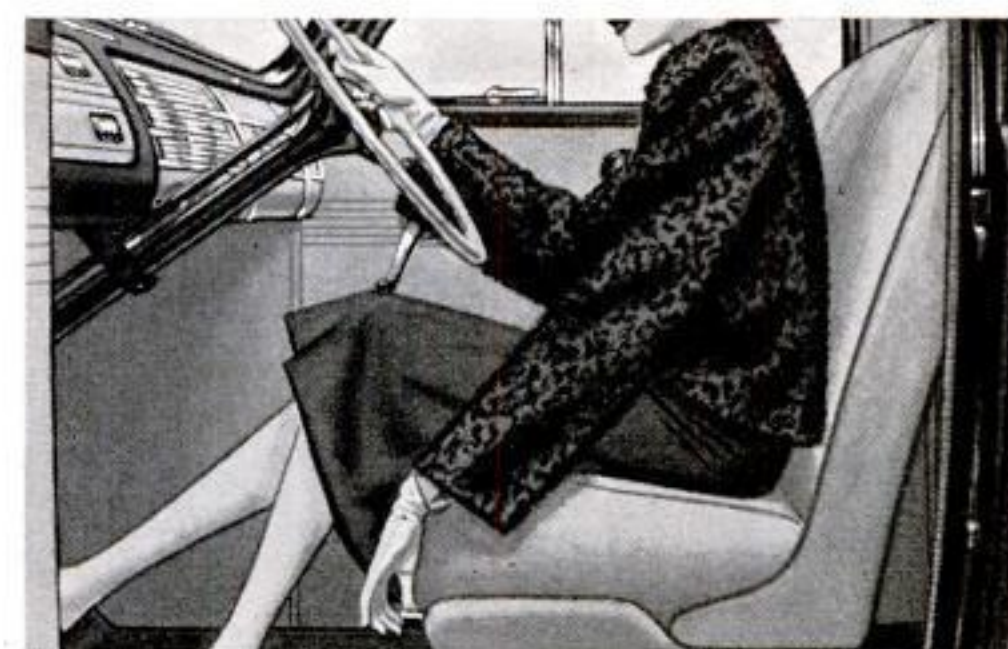
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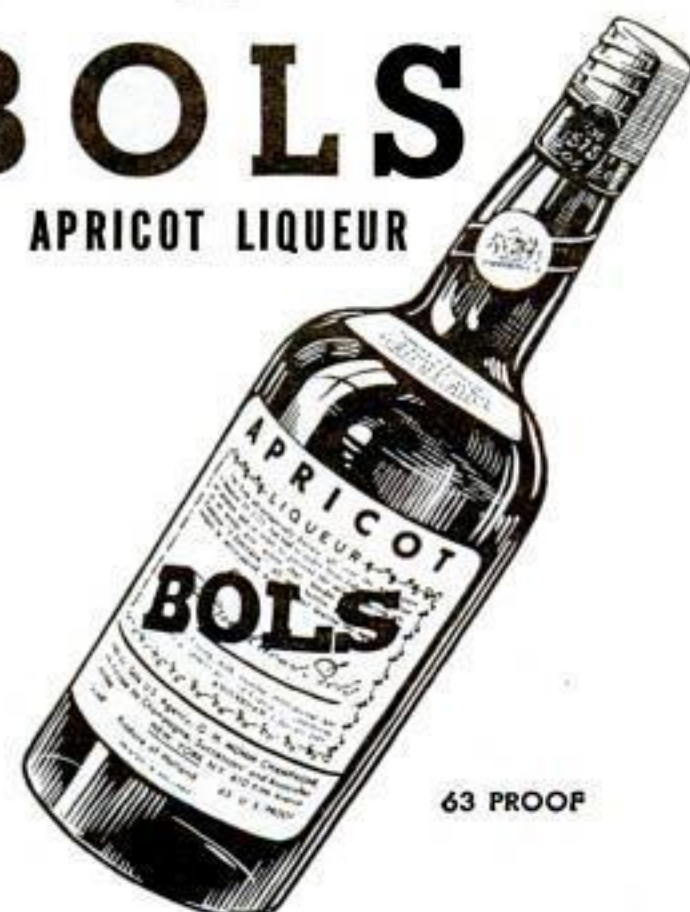
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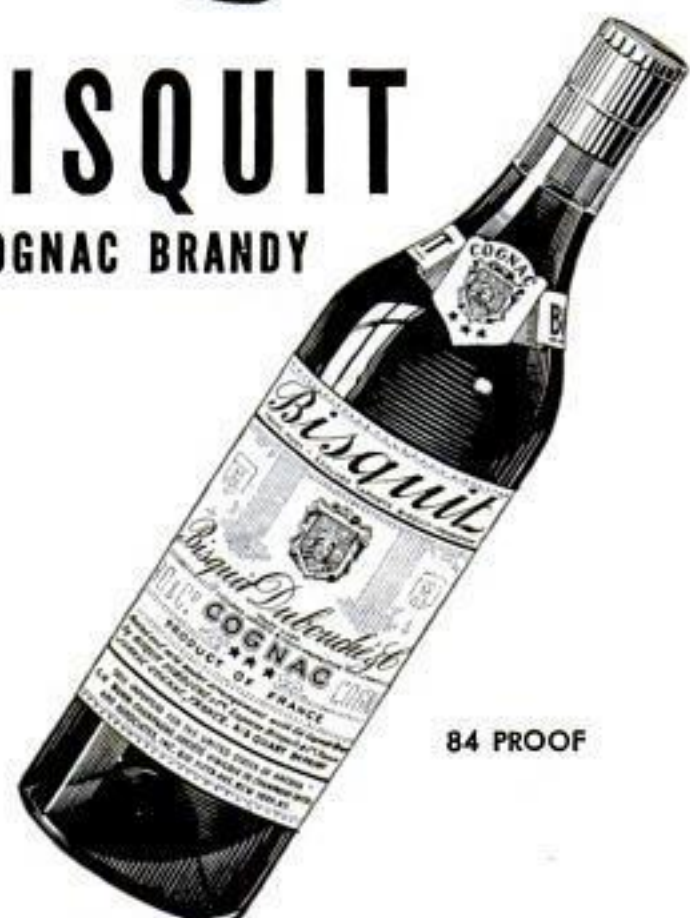
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With his wife Irene daughter of Louis B. Mayer, Selznick relaxes in the tennis house located between courts and new swimming pool (in the background). During movie conferences, he walks precariously around the edges of the pool but has yet to fall in.

### SELZNICK (continued)

script is that it can be improved by means of a second, third or fourth draft. Frequently when writers come in for a conference, he will look up at them pleasantly.

"I like this," he may say. "But you can do better. It needs more feeling, more tenderness."

The average writer will answer eagerly that he knows what the chief means and that he can fix it. But one eminent New York playwright, less awed, demanded specifications. What scenes were bad? Just where should the changes be made? Selznick, caught, smiled.

"To tell you the truth," he said, "I haven't read it."

After a fair percentage of the best script writers in the business had labored over *Gone With the Wind*, Victor Fleming looked at the finished manuscript and said: "There were only two writers on this script—Margaret Mitchell and Dave Selznick."

### Diary of a man fighting time

Selznick's peril lies in the fact that he cannot order time to halt in its flight, and there is never enough time for him to do everything that seems essential. His day is a constant struggle to find more hours, more minutes, and he invariably loses. His clever, pretty executive secretary, Betty Baldwin, hopes that his studio day will begin at 9 o'clock or 10 o'clock and proceed, in orderly fashion, through mail and conferences, the viewing of rushes, the supervision of actual shooting when the scene is important enough. But it doesn't work that way. A 10 o'clock appointment is kept at 11 o'clock or noon, if at all, because Selznick has been working far into the night and is exhausted when morning comes. For a time he took Benzedrine to keep himself awake.

Selznick, during the afternoon, usually takes a nap, after which he awakes refreshed and, fortified with a Scotch and soda, goes on with his grinding details. He nearly always has dinner in his office, at a table spread in the board room. A steak from the Brown Derby or the Victor Hugo restaurant is kept hot by waiters, and some member of the Selznick staff may eat dinner with him. Afterwards, rushes are viewed and the slow process of cutting begins. In his talent for cutting a film, in his unwillingness to pass anything which does not satisfy him utterly, lies the secret of Selznick's success and the reason why his company has earned no dividends.

Selznick is a hard-working perfectionist. But, even more important than that, he is a man of lively imagination whose peculiar visual gift enables him to know, when he looks at the rushes, whether they are right or not. It used to be said of the late Irving Thalberg that he lived in a motion-picture theater through all his waking hours and knew instinctively whether the shadows on the screen would please the public. Selznick is even better. Not only does he know how to take his own work apart in the projection room but also he has the rare ability to put it together again in vastly improved form. Very frequently he will remain in the projection room all night and stagger out, gray and haggard, with the dawn. All this means delay, that shooting schedules are not kept, that thousands of extra dollars must be spent.

Haggard, too, are those who work with him, but Selznick pays small attention to their discomfort. "Did I get you up?" he has frequently asked some executive in the New York office, routed out of bed by telephone at 3 o'clock in the morning. Selznick had ignored the difference in time between Hollywood and the East Coast.

CONTINUED ON PAGE 82



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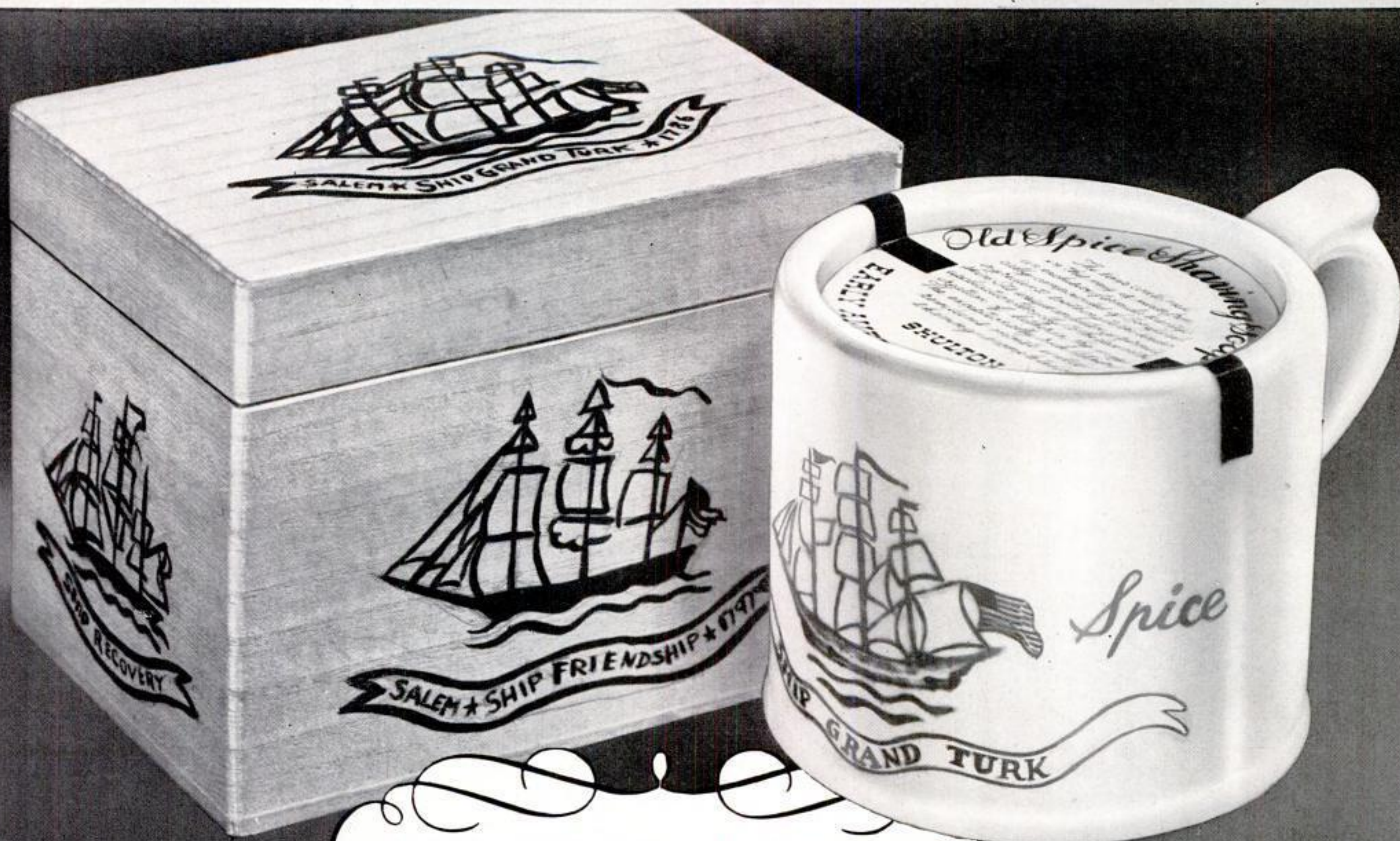
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**Incredible Selznicks;** David (left), Father Lewis and Myron (right) in a 1921 photograph. Myron is agent for fully half the big movie names. This gives him control of talent supply and an income, from 10% fees, that is probably the largest in Hollywood.

### SELZNICK (continued)

His right hand in New York is Katharine Brown, whose title is story editor but who actually does far more. "Buy me the *Leviathan*!" was his demand shortly before that white elephant of the American merchant marine was sold for scrap. The most he would pay, Selznick added, was \$75,000. Miss Brown blinked, but got on the telephone. She learned that it would cost \$50,000 merely to get the ship to the coast, so she told her boss that he would have to use other props for the projected film, *Titanic*. Selznick sputtered with baffled indignation. In contrast, many and many a message received in New York is on some personal matter. He will frequently telegraph that \$2 is to be placed for him on a horse.

The family name was originally Zeleznick in Russian. David's father ran away from home when he was 12, was a factory hand in England until he was 17 and then emigrated to the United States where, in due time, he changed his name to Selznick. He settled in Pittsburgh and at the age of 23 had his name on bank notes of the United States, for he had gone into the jewelry business, had prospered and had organized a national bank where his signature validated notes. In a few years more he moved to New York where he opened an enormous jewelry store and very quickly went broke.

### Family of gamblers

Lewis J. Selznick, throughout his life, was either a millionaire or virtually penniless. He was an incessant gambler and he passed along this trait, among others, to Myron and David. The latter claims to remember that his father gambled away \$1,000,000 a year for three or four years in succession and his poker games were bizarre. William A. Brady, the producer, recalls one in which the elder Selznick won a pot of \$300,000.

Even gentle well-bred Florence Sachs, whom "L. J." married, caught the craze and became a poker expert. David Selznick was host to a game in Hollywood some years ago at which were eight or nine of the toughest gambling enthusiasts on the coast. Joseph Schenck, who had often played with Mrs. Selznick in the old days, suggested that she sit in. But Darryl Zanuck who was also to be in the game demurred.

"I've never played poker with a woman," he said.

"Neither have I," she answered.

A famous Hollywood legend concerns L. J. Selznick's entrance into the movie business. A great battle was on at Universal between Carl Laemmle and Pat Powers, with various groups of stockholders in the middle. "L. J." walked into the studio, found a vacant office and had the words "General Manager" lettered on his door. Laemmle and Powers supposed the stockholders had put him in and, not being on speaking terms, did not discover the imposition until "L. J." was running the studio.

Until he died, the elder Selznick loathed movies and never saw one if he could help it. But by 1916, through the World Film Corporation, he was in virtual domination of the industry. Ten electric signs on Broadway proclaimed the glories of Selznick pictures and \$2,000,000 annually was spent for advertising alone.

Meanwhile David and Myron were growing up. Their education was spasmodic; they finished high school and took a few courses at Columbia University but that was all. Their association with their father was, however, very close. He would take them to business conferences when they were in their teens and would even ask



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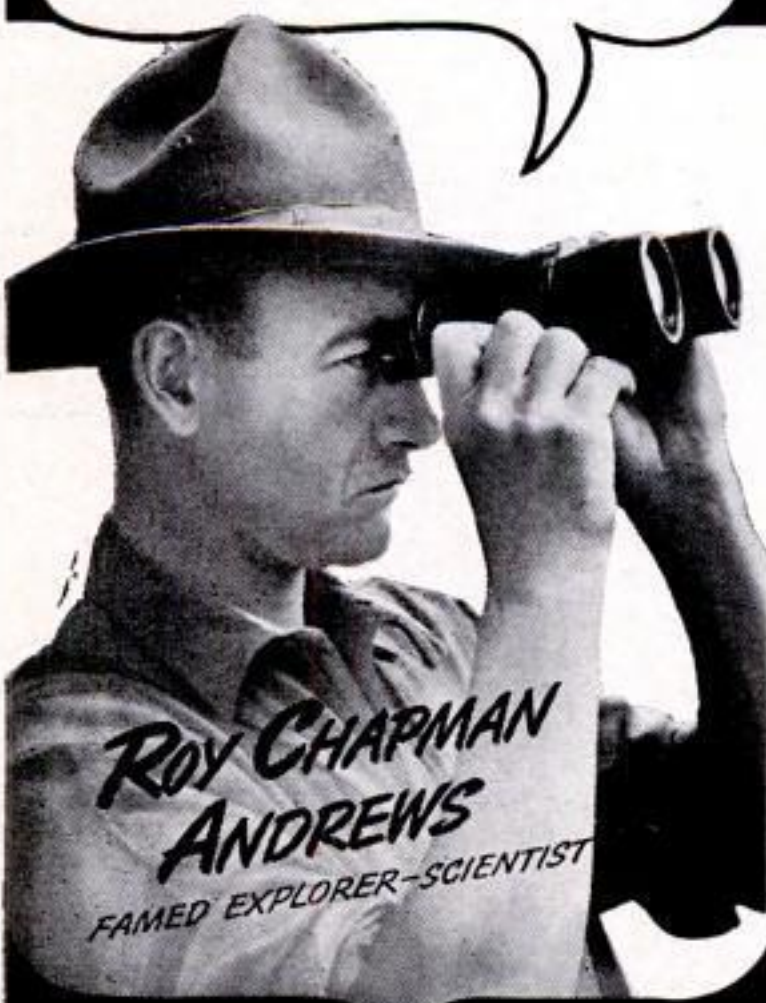
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**RESINOL**



With his mother, Selznick enjoys a chat on the porch of his 15-room Beverly Hills home. Selznick's father, when flush, gave his wife \$1,000 a week for household expenses. Once when he went broke, she gave him \$310,000 that she had secretly saved.

their advice on some phase of a deal. Brought up in luxury with huge personal allowances, Myron and David were nevertheless anxious to go to work.

When the Selznicks were in velvet, they lived in a 17-room apartment at 270 Park Avenue, New York, had three or four Rolls-Royces and a half-dozen servants. Then the company failed. Mrs. Selznick cheerfully sold her diamonds and gave the money to her husband. Two weeks later they were in a three-room flat where Mrs. Selznick cooked all her husband's meals. He died in 1933.

### Escape from Luis Firpo

Before he was 20—he was born on May 10, 1902 in Pittsburgh—David Selznick, like his brother, had learned a good deal about motion pictures from his father. His first venture on his own was in 1922. Having raised \$2,000, he decided to make a short with Luis Firpo, the South American fighter, who demanded a salary of \$1,000 a day. David agreed, but was careful not to mention that the engagement would last just one day. Firpo was run ragged with shots in Central Park and on roofs where no lights were needed. That evening he was informed that he was through.

"I must have been out of my mind to tell him at the end of the first day that the picture was finished," David has since recalled. "I think only his lack of English saved my life."

The short cost \$1,875 and Selznick sold it for \$3,500. He then made a similar quickie with Rudolph Valentino at a profit of \$15,000. All this was easy and he decided that he was ripe for Hollywood where, by now, the film industry had settled. But the movie barons of the coast had no more use for the Selznick name than their brothers in New York and neither David nor Myron, who had also migrated, could get a job. The family finances were at one of their frequent lows. The two boys scraped along until 1926 earning a few hundred dollars occasionally. Then David got a job at \$100 a week as an assistant story editor at Metro. A friendship had been struck up with Lewis Milestone, the director, who had become tangled in a row with Warner Brothers and was more or less black-listed. Myron, David and Milestone lived in a small Hollywood apartment.

Both boys continued to be cocky and arrogant. Myron Selznick had concluded that no agent on the coast had courage enough to stand up to producers and that he would become an agent. Milestone, however, was his only client and nobody would hire Milestone. So Myron and the director played handball every afternoon and subsisted cheerfully on David's \$100 salary. After months of this, a studio offered Milestone \$750 a week. Myron scoffed, said \$2,000 was the minimum and compromised at \$1,500. His rise as an agent was immediate. Today he is more important in Hollywood than all other agents combined.

The relationship between Myron and David is a curious one. A touch of younger-brother worship seems to linger in David and he likes to talk about how daring and wicked Myron is. He was frantic a few years ago when his brother was seriously ill with pneumonia. It was deep winter. All planes were grounded. But getting serum from New York was vital, so David roared orders until a transcontinental plane finally got through after a perilous flight. Later Selznick used this as an exciting sequence in *Made For Each Other*.

When it comes to a deal between the brothers, however, they scrap sentiment. Myron, according to David, will even take advantage of his intimate knowledge of his brother's affairs. Thus some

## ★★★ HENNESSY COGNAC BRANDY



With the aid of the "Christmas Spirit Past," Scrooge re-lives his youth at the Fezziwigs' Christmas party.

FOR almost a hundred years before Dickens penned his immortal story "A Christmas Carol," Hennessy Cognac Brandy had played a leading role in yuletide festivities throughout the world. Let this incomparable Cognac help to make your Christmas merrier...by its flavourful presence in plum pudding and mince pie...as after-dinner liqueur...as a happy solution to the "What to give?" problem. Remember your friends with a flask or fifth of Three-Star Hennessy...and, of course, don't forget yourself.

★ QUALITY  
★ BOUQUET  
★ CLEAN TASTE



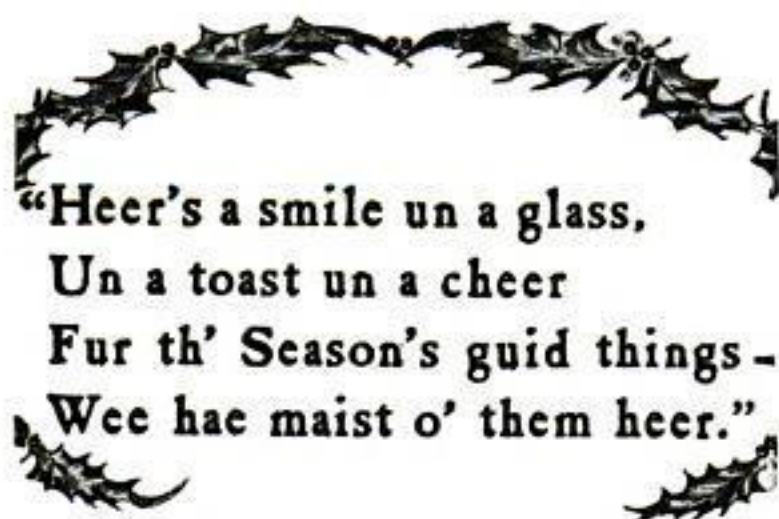
FLASKS  
and FIFTHS

Distilled and bottled at Cognac, France.  
JA'S HENNESSY & CO. Established 1765

SOLE U.S. AGENTS: Schieffelin & Co.,  
NEW YORK CITY · IMPORTERS SINCE 1794

CONTINUED ON NEXT PAGE





"Here's a smile and a glass, And a toast and a cheer  
For the Season's good things—We have most of them here."



Scotland's gift to you . . . the good taste of Teacher's . . . originated a century ago when William Teacher began distilling and blending to achieve perfection in Scotch whisky. Toast your friends with Teacher's.

*'It's the flavour'*



**TEACHER'S**  
Perfection of Blended  
**SCOTCH WHISKY**

SOLE U.S. AGENTS: Schieffelin & Co.  
NEW YORK CITY · IMPORTERS SINCE 1794

## SELZNICK (continued)

years ago a film in which Fredric March and Carole Lombard, both Myron's clients, were appearing was delayed. David asked for an extension on the plea that the script was not right.

"Myron knew I wouldn't start the picture until it was good, regardless of whether he gave me the extension or not, and therefore I couldn't have the extension," David subsequently explained. He had to pay March an additional \$35,000 for wasted time.

David's rise in the industry was not quite as rapid as Myron's but it was rapid enough. He attracted some attention at M-G-M by shooting two westerns at the same time—using different casts but the same crews. By 1931, Selznick had acquired a reputation as a producer who could turn out profitable films. That year he became boss of RKO and for the first time started making pictures which aroused some critical acclaim. He brought Katharine Hepburn and Fred Astaire to the screen. Among his notable productions were *A Bill of Divorcement* and *The Animal Kingdom*.

"I started the trend of classics on the screen," he has observed and the boast, all in all, is justified.

Among the classics, made either at RKO, M-G-M or SIP, have been *A Tale of Two Cities*, *David Copperfield*, *Little Lord Fauntleroy* and *Anna Karenina*. They reflect, to a degree, the reading which David Selznick did as a boy. All these were favorite books.

"The trouble with Selznick," a critic once nastily observed, "is that he did all his reading before he was 18."

An element of truth lies in this. Selznick reads newspapers and magazines constantly, but there simply isn't time now for books. Yet the boyhood classics, transformed into excellent films, heightened Selznick's reputation greatly. They also helped to counteract the mounting criticism of Hollywood for pandering to filth.

## Marriage to Mayer's daughter

In April 1930, Selznick was married to Irene Mayer, daughter of Louis B. Mayer, the big boss of Metro-Goldwyn-Mayer. This, however, had small, if any, connection with his return to M-G-M. He resigned from RKO because of interference from New York and because M-G-M promised a producing unit whereby he would make a limited number of pictures without supervision save on the broadest aspects of cost. The association with M-G-M lasted two years during which Selznick turned out such box-office smashes as *Dinner at Eight*, *Dancing Lady* and *Viva Villa*. His artistic successes included *Night Flight*, a grim aviation tale, and *David Copperfield*. He was happier than he had been before, but the dream of a company of his own would not down.

The dream became possible in 1935 because Jock Whitney, deeply interested in both the stage and the screen, was intrigued by David and his ability. He supplied the first \$1,000,000; Myron put in \$500,000. The balance of \$1,400,000 was subscribed by Cornelius Vanderbilt Whitney, Robert Lehman of Lehman Brothers, John D. Hertz, Norma Shearer and Mrs. Joan Payson, Jock Whitney's sister. Selznick rented space in what had been the old Pathé studios—the administration building has the white, colonial front which so greatly puzzles tourists but which was designed that way so that it could be used as a set. In September 1935, Selznick started work on his first picture and it was, of course, one of the stories he had read as a child.

*Little Lord Fauntleroy*, the initial venture under Selznick's own banner, cost only \$560,000 and it saved David's neck because it

"The burning of Atlanta" is the biggest fire scene in movie history. A 40-acre lot, filled with old movie sets, was used for the blaze. The Confederates started the Atlanta fire to keep General Sherman from capturing an 81-car ammunition train.



## This time I win



My last day in Hawaii—the tire goes wham! It gave me an hour more with Mary and then she was laughing and the long cool drinks of Dole Pineapple Juice she'd brought along were swell.

Before I knew it, the tire was on and she was saying, "I guess I could manage to live away from Hawaii with you. And anyway, lamb, we can get Dole Pineapple Juice from Hawaii on the Mainland. It'll sort of remind us you won the argument when changing the tire."

Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow.



Trapped! The stairway in flames! You and your family in desperate peril! From a nearby closet or from under the bed comes your Safety-Lad—folded accordion-wise in a small, compact box. You pull out the triple extension bars to fit the window, throw out the steel-jointed rungs, and young and old descend to safety.

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grossed \$1,700,000. His next was *The Garden of Allah*, notable principally because it was shot in Technicolor. At about this time, Selznick addressed a convention of movie salesmen and disclosed that he was thinking of filming a realistic story about Hollywood. He asked the salesmen to raise their hands if they liked the idea. Not a hand was raised. Distributors, they said, were weary of Hollywood pictures and so was the public. Selznick, angry, told them he would make it anyway and going home scribbled down the story of *A Star Is Born*.

Although the eight Selznick pictures thus far released have averaged a gross of \$2,100,000, which is a very high gross indeed, not a nickel has been paid on Selznick stock. The earnings have been turned back into production. This doesn't bother the stockholders, all of whom are wealthy, but it does worry David Selznick sometimes. *Gone With the Wind* is to be the real test of the company.

### At home in Beverly Hills

Six feet, one inch in height, Selznick at 37 is somewhat overweight because he no longer plays tennis regularly. He weighs 195 lb. He has dark, curly hair and brown eyes. Extremely nervous, he paces his office as he talks. But he talks well. His office at the Selznick studio is large, but relatively simple. The furnishings are Colonial and have little of the modernistic glitter which most producers affect. At one end of the office is a portrait of L. J. Selznick. Adjoining the office is a shower bath. David Selznick buys excellent clothes from good tailors but wears them badly. His afternoon naps leave them looking crushed and wrinkled.

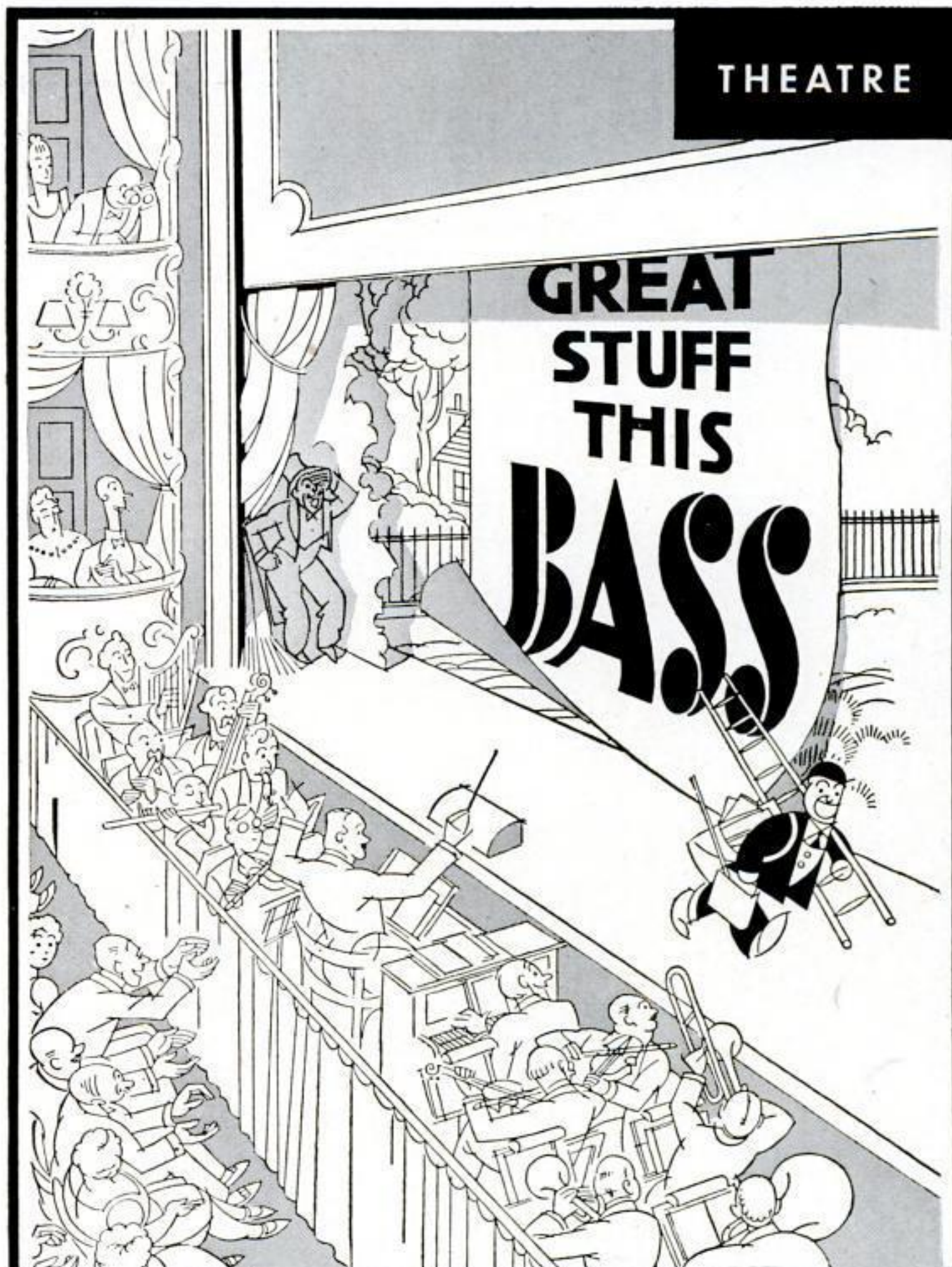
The day of vast haciendas in the Pickfair and Harold Lloyd manner has definitely passed in the movie colony and the Selznick home in Beverly Hills, while spacious by ordinary standards, is really just another large, pleasant white house. Its staff consists of a butler, a second man, a cook, two maids, a gardener and a nurse for his two small sons, Lewis Jeffrey and Daniel Mayer. There is a night as well as a day chauffeur because of the hours kept by the master. In the living room is a portrait in oil of David Selznick, costumed as Rhett Butler in *Gone With the Wind*. It is a gift of Jock Whitney. By his bed is a roll of paper on which he scrawls notes regarding scripts, costumes and other production details. Sometimes he will bring three or four yards of these to his office the next morning.

A swimming pool, which is new, is a scene of frequent story conferences. David strides around its edge, paying little attention to where he is going, while his associates marvel that he does not fall in. He is constantly having minor accidents. He once broke a toe getting out of bed. Another time he cracked himself in the eye with his racquet while playing tennis.

The proof of Selznick's perfectionism came after *Gone With the Wind* was finished, when he traveled 6,000 miles for the sake of one word. At the end of the story Scarlett begs Rhett not to leave her, telling him how much she needs him, how much she loves him. His slowly spoken answer is, "I don't give a damn."

Now "damn" is a forbidden word on the screen and the Hays office censors ordered it deleted. Selznick balked. He took a plane to New York and argued for four hours before Will Hays and his board of directors. He said they would make fools of the whole movie industry if they forced him "to rewrite a classic." When *Gone With the Wind* opens in Atlanta this week, Rhett Butler, by special permission of the Hays office, will say, "I don't give a damn."

**Celebrating the finish of the film (left to right):** Producer Selznick, Vivien Leigh (Scarlett), Director Victor Fleming, Carole Lombard, Clark Gable (Rhett). Director Fleming and Miss Leigh fought constantly during "shooting" but ended up friends.



Reproduction of Bass Ale advertisement as it first appeared in England

Theatre goers, in America and England alike, enthusiastically applaud the appearance "in person" of Bass Ale.

The distinguished flavor and rich body of Bass Ale make it particularly enjoyable after the theatre... with meals or whenever a tall one is in order. For Bass is refreshingly different... just as a Broadway production is different from an "amateur night." Treat yourself to a Bass today and you'll agree—it's "great stuff!"

**Bass**

**ALE**

Brewed in  
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Since 1777



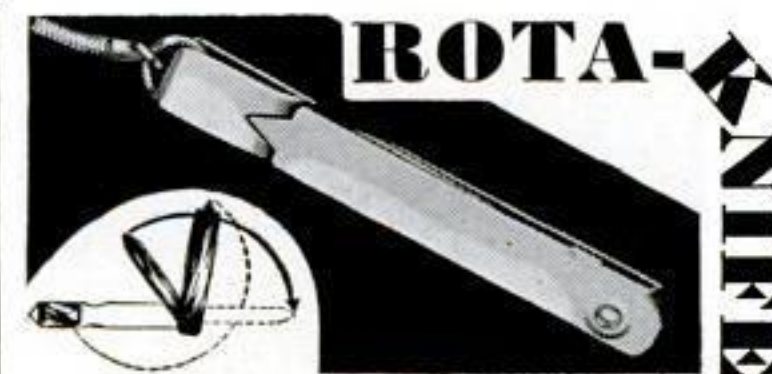
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For your convenience... this mark of identity in a store quickly calls attention to LIFE-advertised products.



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Still time for Christmas—most revolutionary advance in knife design in years. Swing handle—blade of finest cutlery steel locks open; swing again—blade locks shut. No broken finger nails—no dangerous spring action—no cut fingers. Nail file cleverly concealed inside handle. Smart enough for the finest watch chain or milady's bag; strong enough for sportsmen. Beautiful combination gold and satin stainless steel finish, at your dealer's, or direct only \$1.00. All stainless steel finish, 50c. (No stamps.) DEALERS: It sells on sight. Write! Carter Products Corp., 840 Front Ave., Cleveland, Ohio





**Pat Prochnik** has honey-colored hair, brown eyes, a nice figure, pretty legs and a sweet smile. Above: she is shown all dressed up in a taffeta evening gown her mother made for her. Her mother sells clothes to help the family income. Below: Pat takes dictation from her father, who teaches diplomatic history at Georgetown and is writing a book on the subject.



The morning mail is read in bed, immemorial privilege of a debutante. Pat is too busy these days to answer many letters.



Pat and mother come down their apartment steps on 24th

## *Life Calls on a* **Patricia Prochnik, Washington's No. 1 deb,**

Just before Thanksgiving, a distinguished committee of Washington, D. C., gentlemen met at a local cotillion and voted Patricia Prochnik the No. 1 debutante of the season. Patricia said that she was chosen because she happened to be wearing a pretty dress. But this was pure modesty. "Pat" is a first-class deb. She is, moreover, a diplomatic debutante. Her father is Edgar Prochnik, who was Austrian Minister to the U. S. from 1925 to 1938. When *Anschluss* ended Austria, he became an envoy without a country but stayed on in the U. S. with his American-born wife and his family. (The envoys-without-a-country club in Washington now includes Vladimír Hurban of Czechoslovakia and Count Jerzy Potocki of Poland. Close to membership in this group is Hjalmar Procopé of Finland.)



The telephone rings incessantly for Pat at this season. For system's sake, she keeps a file of addresses and phone numbers.



Pat's picture is taken at Hessler's Studios.





The coming-out dress of white net with silver thread is being made by Pat's mother, who makes most of her daughter's clothes.

Street off Massachusetts Avenue.

## Diplomatic Debutante

is daughter of an envoy without a country

Next Wednesday, Pat Prochnik and Joan Dodd will be given a small party on board Colonel Robert Guggenheim's 170-ft. yacht *Firenze*. Day after New Year's, she will have her formal coming-out jointly with Ellen Bruce at a party given by Mrs. Tydings, wife of the U. S. Senator from Maryland. With a bigger-than-usual crop of comings-out, society buds have been popping open in Washington with great frequency and élan.

These pictures show how a busy little bud improves her shining hours. Pat works harder and is more sensible than most debs. She studies, helps her father, is often called in to assist friends arrange their parties because she knows almost every eligible male in the capital. She isn't a glamor girl and doesn't want to be one. She says a girl doesn't have to be glamorous to get on in Washington.



Pat goes shopping in the afternoon, walks back on F Street with her packages. Pat's mornings are spent in business school (below) studying typing and shorthand. (She hopes to get a job some day as a secretary in the U. S. foreign service.) Afternoons she manages to squeeze shopping in between teas and bridge games. She also likes to ice skate and play touch football.



She has had her photograph in lots of papers.

Pat's invitations are stuck alongside her looking glass. She averages eight a day, has to "regret" many of them.







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New Years of Better  
Food Preparing!*

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**EXCLUSIVE Features:** Planetary (Double-turning) Action, makes thorough mixing completely automatic—scrapes sides of the bowl

- Power, Size, Sturdiness . . . for hardest tasks!
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An original gift. KITCHENAID Electric COFFEE MILL for grinding it fresh as you make it. Saves the flavor for the cup. Thousands in homes. Complete \$9.75 in U. S. A.

## THIS MONTH IN FORTUNE

**The FORTUNE Survey XV . . .** charting U. S. Public Opinion today on Mr. Roosevelt's chances for a third term, American rearmament, America and the War, compulsory military training, and the real reasons for the War.

**War and Peace Editorial . . .** what America might gain by joining other democracies in a great federal union.

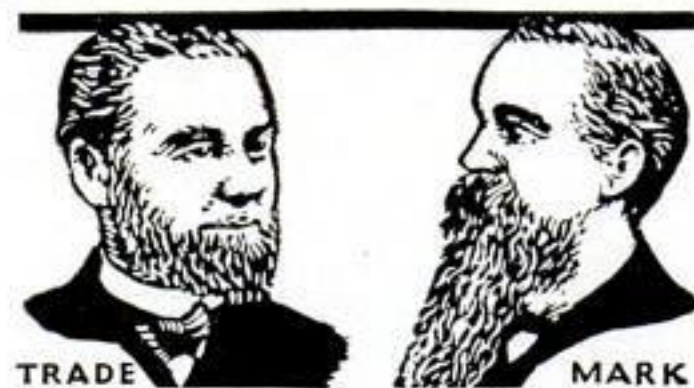
**Germany III . . .** appraising the staying power of the Reich: how its 1939 reserves compare with those of 1914, what sources of supply remain open, what they may be willing to send that Germany needs.

**State Department . . .** a thoroughgoing study of the men whose tremendous task is to restrain the President, placate Congress, and keep other nations guessing on matters of U. S. foreign policy.

**Martin Aircraft . . .** which comes closer than any other company to achieving the mass production of airplanes so necessary to Britain and to France.

**And: Baldwin Locomotive . . .** Texas . . . Major George Fielding Eliot on The Polish Campaign . . . World War I: A Portfolio of 24 Famous Photographs . . . Electric Power . . . Career Diplomat . . . A Presbyterian Church.

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330 East 22nd Street, Chicago, Illinois.  
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## ROMEOS

Don't let your love-making be spoiled by a cough due to a cold... Keep Smith Brothers' Cough Drops handy. Black or Menthol, just 5¢.

**Smith Bros. Cough Drops are the only drops containing VITAMIN A**

Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.

**Quick HEADACHE Relief!** Famous for speed 28 years! Won't leave you jittery! At drug stores. 10¢ & 25¢

# STANBACK

STANBACK COMPANY LTD • SALISBURY • NORTH CAROLINA

Pat goes calling with her mother and father at the Hungarian Embassy, drinks tea and lemon with Mme Pelényi, wife of the Hungarian Minister. Always a social



Pat's brother, Edgar Jr., who is 19, politely ties his sister's shoe. Like Pat, he wants to enter the foreign service. Pat has two older sisters, both married.





favorite while in office, Mr. Prochnik is still popular in diplomatic circles. He and his wife, who was born in Boston, Mass., entertain modestly but very well.



Pat goes out with John Macy, who has a government job. She is going to a tea dance at the Sulgrave Club, then to dinner at Chevy Chase Country Club.

# Be one of the Crowd —and be Moderate, too!



1 P.M. Lunch with Client  
... Have a drink? Sure.  
Make it Chilled Vermouth  
... Moderation, you know.



6 P.M. Cocktails. Want something special? Try Vermouth Old-Fashioned. Tastes swell—yet so light!

**B**E HAPPY... be gay—but always be moderate. Vermouth... the richly spiced wine of the Roman Emperors... is moderation itself. And you can serve it *any time*.

The call for Martini & Rossi Vermouth is a signal of good taste—and a vote for moderation. Try it straight, in highballs or cocktails.

May we suggest that, if you want the best, you ask for Martini & Rossi Vermouth—the world's standard.

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- 1 The colder it is, the better Vermouth tastes. Chilling brings out the rare spice flavors.
- 2 Keep your Vermouth in the refrigerator. It makes your cocktails smoother.
- 3 All Vermouth drinks should be served iced. Ask for it this way when dining out.
- 4 For greater enjoyment, always specify Martini & Rossi Vermouth—standard the world over.



8 P.M. At the Club... Lots of good fellows to toast—an American's your answer. It's moderation itself.



11 P.M. Evening at the Browns... "Vermouth and Soda, please." A gay, full-flavored drink—but light, too!

Exquisite Vermouth Glass: designed by Count Rossi. 6 for \$1.25; 12 for \$2.00, postpaid. W. A. Taylor & Co., Dept. L, 15 Laight St., N. Y. C.

**Manhattan**  
America's most popular cocktail.  
2/3 Rye, 1/3 Martini & Rossi Italian Vermouth, cherry.

**Vermouth Highball**  
3 ozs. of Martini & Rossi Italian Vermouth with seltzer. Serve in tall glass with ice.

**Regular Martini**  
2/3 Gin on cracked ice, add 1/3 Italian Vermouth—then stir till chilled. Some like an added dash of bitters, cherry.

**Vermouth Old-Fashioned**  
For real moderation try a Vermouth Old-Fashioned. Use regular Old-Fashioned recipe without sugar. Merely substitute Vermouth for whiskey.

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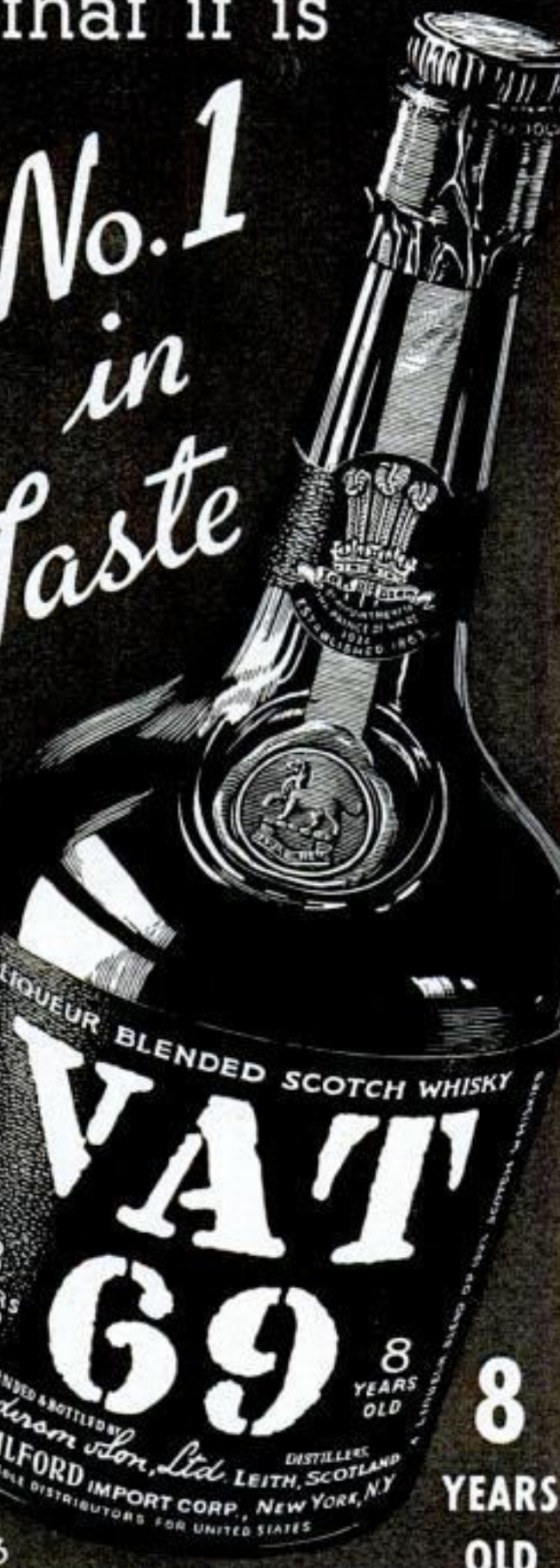


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Compare  
**VAT 69** and  
you will be  
convinced  
that it is  
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LIQUEUR BLENDED SCOTCH WHISKY  
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8 YEARS OLD  
86 PROOF  
BLENDED SCOTCH WHISKY

**PARK & TILFORD**  
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## PICTURES TO THE EDITORS

### MINOT'S LIGHT

Sirs:

This picture, which I took from a plane at noon on Sunday, Nov. 26, shows Minot's Lighthouse in Boston's outer harbor being lashed by an exceptionally furious North Atlantic storm. Lighthouse Keepers George Fitzpatrick and Elton Heggerty, isolated inside, could not recall a heavier sea.

Minot's Light was first lighted Nov. 15, 1860. It is

114 ft. high and was built to replace a 75-ft. light that fell into the sea after only 16 months of service. A few minutes after this picture was taken, Pilot Al Leitsheib and I saw a wave 125 ft. high break completely over the top of the light.

Minot's, locally known as "Lover's Light," flashes in 1-4-3 series every half-minute and sweethearts say that they represent I L-O-V-E Y-O-U.

EDWARD ROWE SNOW

Winthrop, Mass.



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*The Los Angeles Museum*

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*Cleveland Museum of Art*

"What you are doing with LIFE has brought a new emphasis to American Art in the minds of your thousands of readers; a different public and a more important one for all of those who are interested in making art a part of life and bringing it back to the people."

WILLIAM ALLEN WHITE

"It seems to me that this is the Class A, three-star, number one Christmas present for anyone who knows anything about American painting, is in any way interested in that branch of American art, or who loves the cultural history of the country. What a job you have done."

LOUIS UNTERMEYER

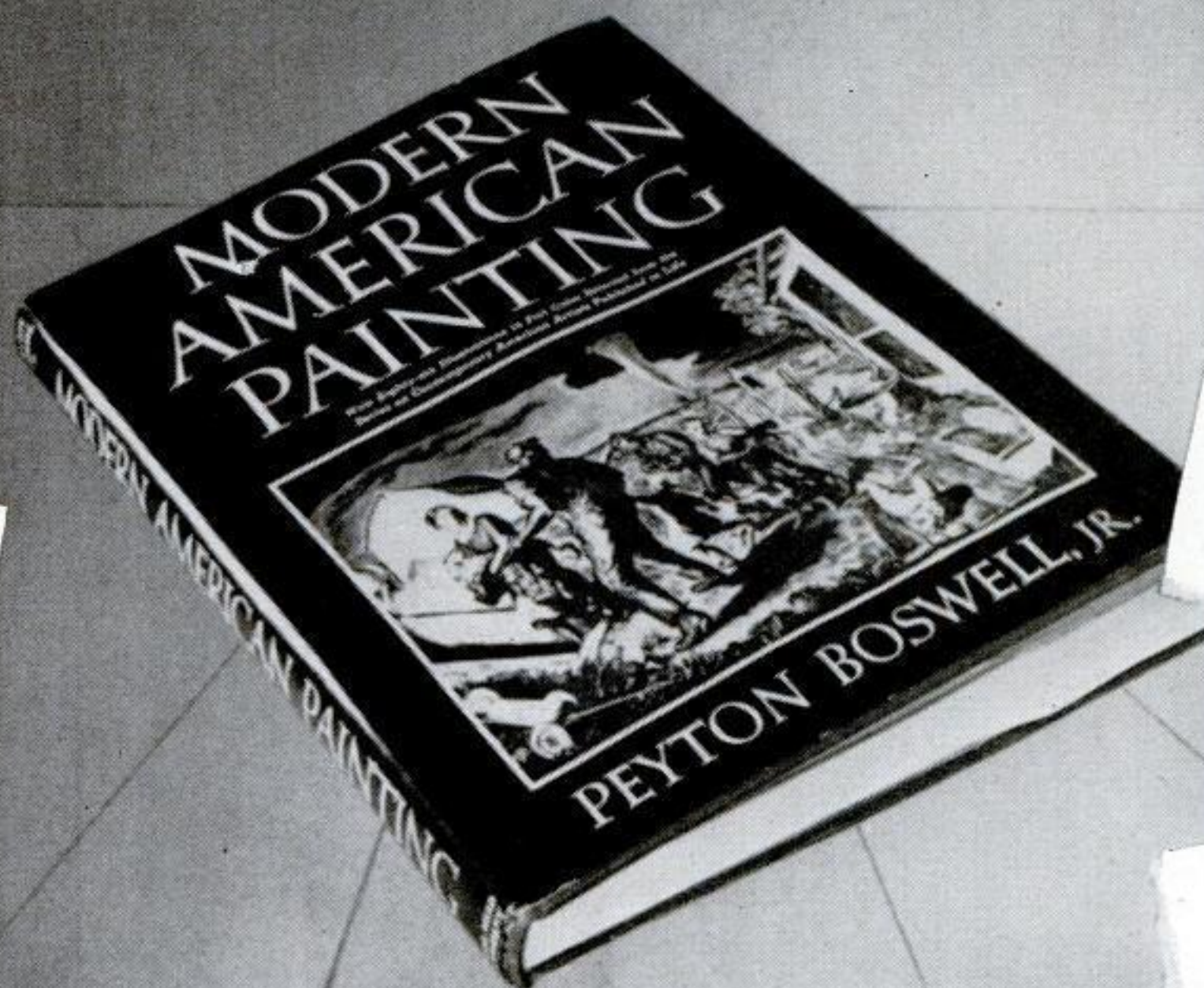
"When LIFE began its Contemporary American Artists series it was evident that something far beyond feature illustrations was being unfolded, but I never imagined that it would present so clear a progress of native culture. Now that results have been gathered into a volume you have every reason to be proud of the magnificent results."

ELIZABETH C. MORROW  
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"One glance at the contents shows me how beautifully it is done. I am happy to possess the book."

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LOUIS ADAMIC

"The book has something of the quality that is best in LIFE magazine: that excitement about the things going on . . . and the enthusiasm to get it down tangibly so everyone can see and be in on it."

## AN ACKNOWLEDGMENT

Nearly one hundred of the masterpieces of American art which LIFE has reproduced in full color have now been reprinted from the original LIFE plates and assembled in book form under the title "MODERN AMERICAN PAINTING."

One of the most important functions of LIFE Magazine, since it began three years ago, has been that of bringing to the American people for the first time the work of their own outstanding artists that are painting in America today.

And as LIFE went on reproducing these paintings in the full beauty of their original colors, a significant and exciting new thing became apparent—America was developing an art entirely its own, an art that was thoroughly American in spirit and in subject matter.

So, this summer, Publishers Dodd, Mead & Company approached LIFE's Editors with the following request:

"For our 100th anniversary we are publishing an important new book. It is a book about art in America and the new American School of Painting. No force in this country has done so much to

foster American art as LIFE. It has brought a vast throng that would overtax the capacity of a thousand art galleries face to face with the great modern American pictures. Will you make LIFE's original pictures available to us?"

When LIFE's Editors saw our plans for the finished book, with Peyton Boswell Jr.'s stimulating text, they readily consented—justly proud of the sheer volume of American pictures LIFE had presented to America's millions.

We take pleasure in thanking the Editors of LIFE for their friendly collaboration in making this book possible. And more important still are the thanks that we and all America owe to LIFE for recording the progress of American art; and for continuing to stimulate popular interest in American painting by letting LIFE's readers stand behind the easels of U. S. artists to see our country awaken in what promises to equal any of the mighty art movements in the world's history

"Modern American Painting" is available at all bookstores—\$5

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A foe to beards,  
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*Concentrated*  
**SHAVING CREAM**  
A little goes a longer way

## PICTURES TO THE EDITORS

(continued)

### MASCOT'S FUNERAL

Sirs:

Bully, mascot of Mississippi State College athletic teams since 1936, was run over and killed by a bus Sunday afternoon, Nov. 19. Embalmed that afternoon, his body was placed in a glass-top casket and he lay in state until Tuesday noon. His funeral that afternoon was perhaps the largest ever given a dog. More than 3,000 persons attended, including the entire student body, our 86-piece football band, three battalions of the cadet corps in full uniform (1,000 members) and the football squad.

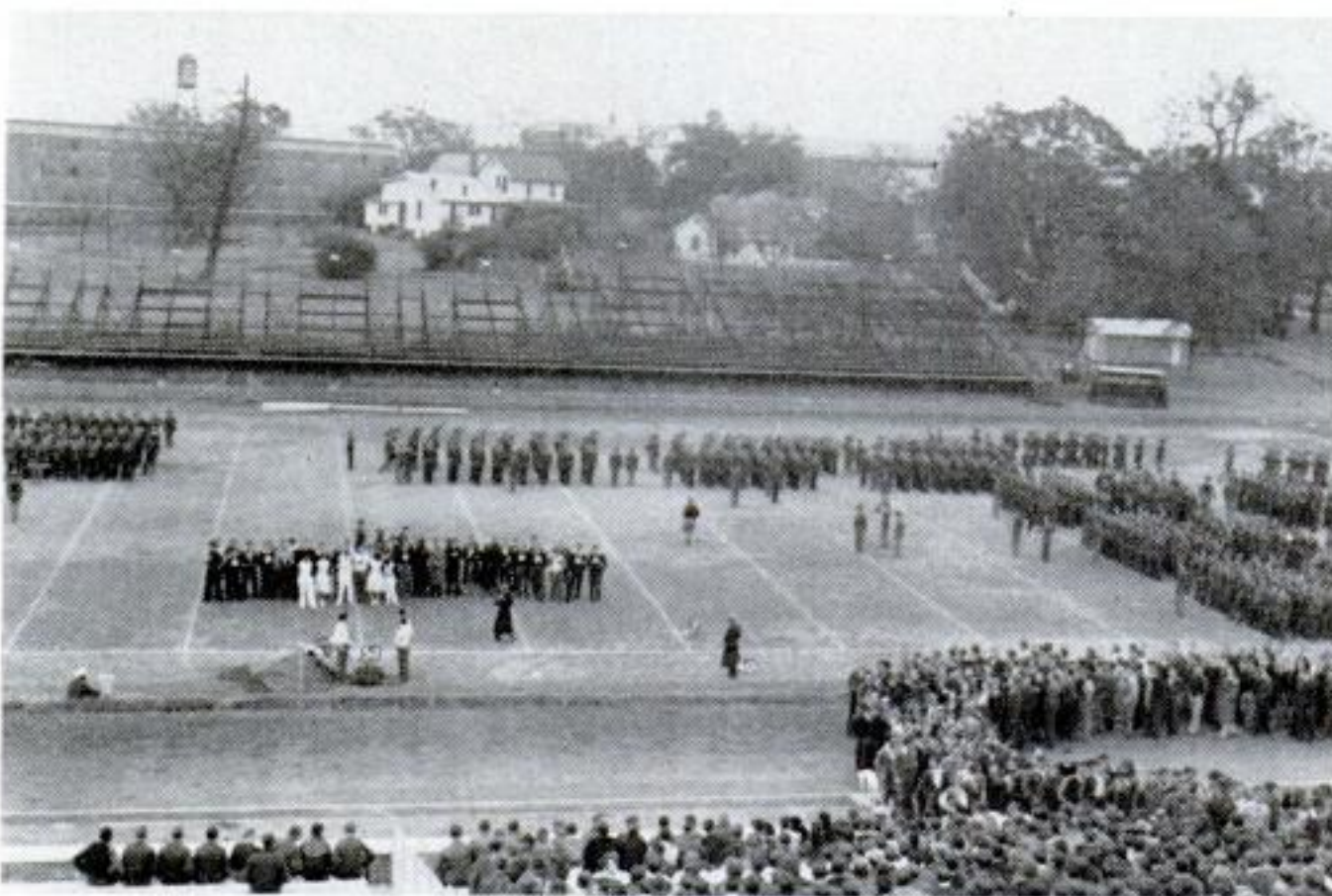
MAX PATRICK State College, Miss.



BULLY: B. 1935; D. NOV. 19, 1939



PROCESSION TOOK HALF-MILE COURSE FROM CAMPUS TO FOOTBALL FIELD



BULLY WAS BURIED ON THE 50-YD. LINE BENEATH PLAYERS' BENCH



PALLBEARERS AT CASKET. FOOTBALL SQUAD DROPPED FLOWERS IN GRAVE

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BE THRIFTY**  
*Here's How!*

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Gold Seal  
Champagne

the pride of America for Americans. Made for 74 years in the "champagne district of America." Costs less because there is no duty or ocean freight. Naturally fermented in the bottle. Compare it with the best you know. Try it.

Gold Seal Still Wines are also excellent. All wanted varieties—perfection at reasonable price. Take home a bottle or two. Send for free booklet, "WINE WISDOM." URBANA WINE CO., Inc., Urbana, Hammondport, N. Y.

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NEW YORK STATE  
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STILL WINES

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- ★ CAPITAL \$12,000,000
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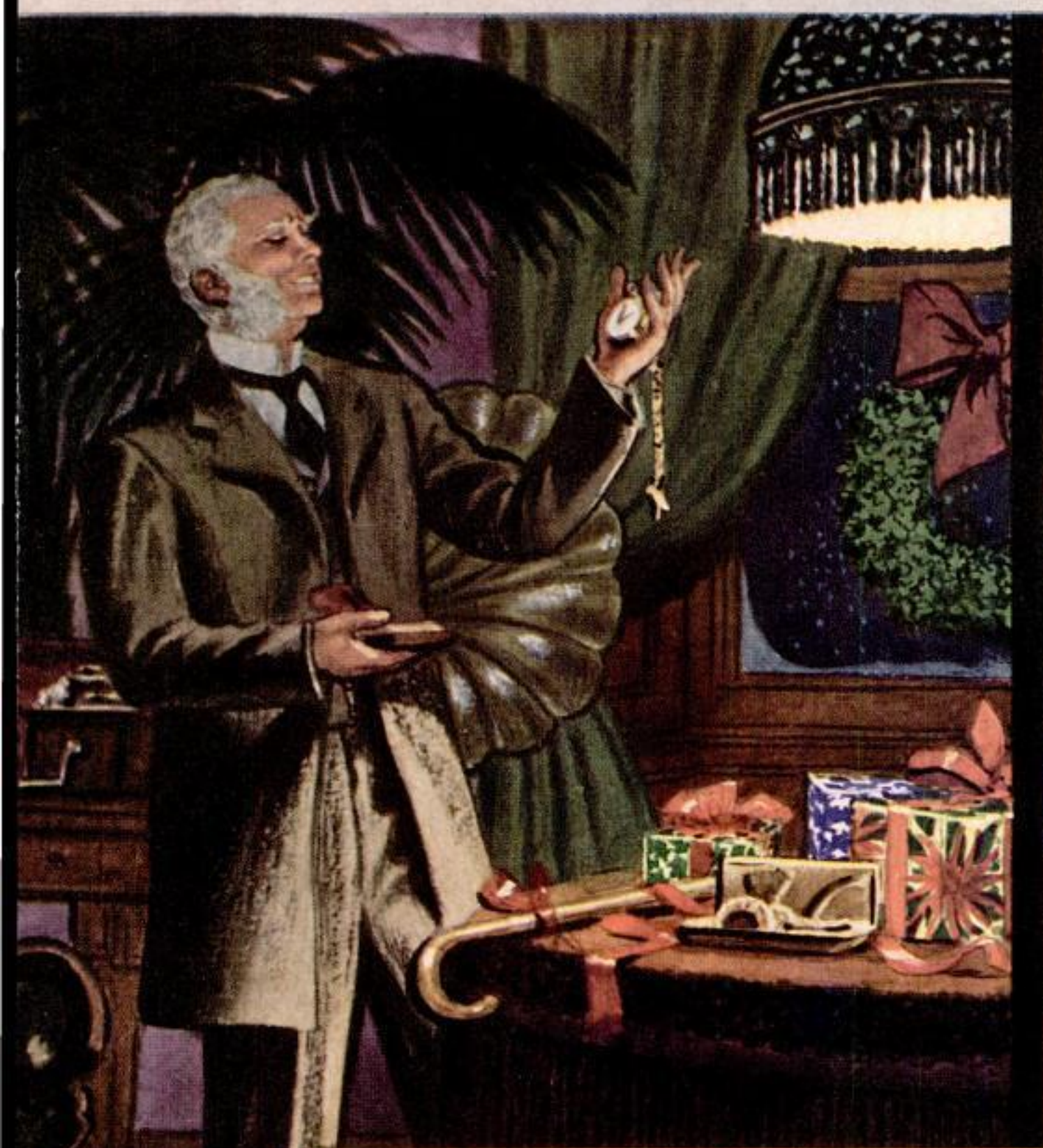


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PHILADELPHIA

and its affiliated companies write practically every form of insurance except life



**SINCE THE GEWGAW GIFTS OF THE NINETIES,**  
*Christmas TASTE has changed!*



### CHRISTMAS...1899

When the gentleman of the Nineties opened his Christmas bundles, he found them loaded with strange gifts.

For instance, the gold toothpick. Hand-painted shaving mug. Moustache cups to keep his weeping willows out of danger!

And, of course, the traditional gift of liquor. Heavy, heady whiskey as far from your today's taste as a bearskin lap robe!

But the only kind of bonded whiskey they knew how to make in those days.



### CHRISTMAS...1939

May you find bottled-in-bond Signet under your tree! It fits all the other 1939 gifts you'll find there.

It's rich, ripe, mellow, and warming as the Christmas spirit. Yet Signet is gloriously *light*! How come?

First, it's *distilled* for lightness. Then it's aged like the choicest Scotch and Canadian whiskeys, the rarest brandies. For 4 years Signet ripens in casks pre-mellowed by prior use in aging other fine Hiram Walker whiskeys.

Signet is the first American bonded whiskey to be

**AGED IN AGED WOOD!**

COPR. 1939, HIRAM WALKER & SONS INC., PEORIA, ILL.

*Warm his heart  
 with the Gift that  
 Thrills his Taste...*

# Signet

THE FIRST BONDED  
 WHISKEY OF ITS KIND

#### For Gift-Giving

Signet comes in this handsome Christmas package... an appropriate wood-like container for the bonded whiskey that's aged in aged wood.



This Whiskey  
 is 4 years old  
 100 proof

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MORE PLEASURE PER PUFF...

MORE MILDNESS,  
COOLNESS, AND FLAVOR  
WITH  
SLOWER-BURNING  
CAMELS

**FAST BURNING—**  
creates hot flat taste  
in smoke...ruins delicate  
flavor, aroma...

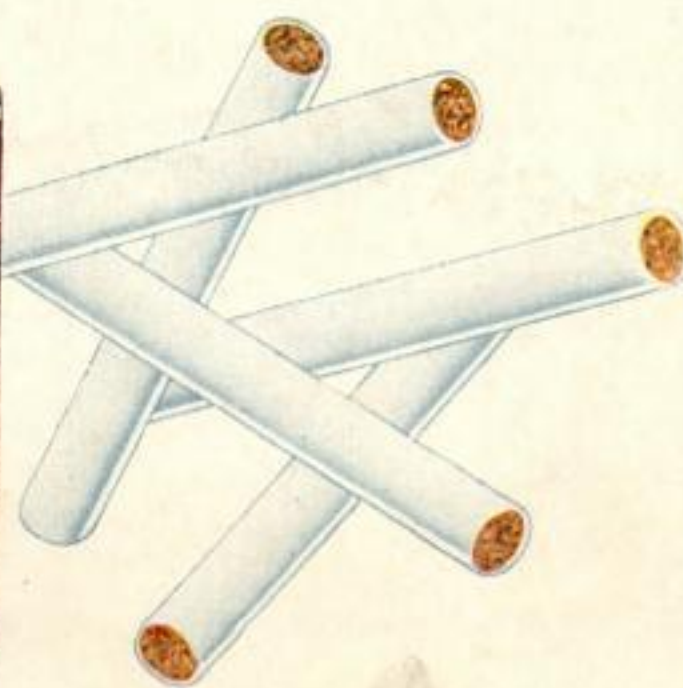
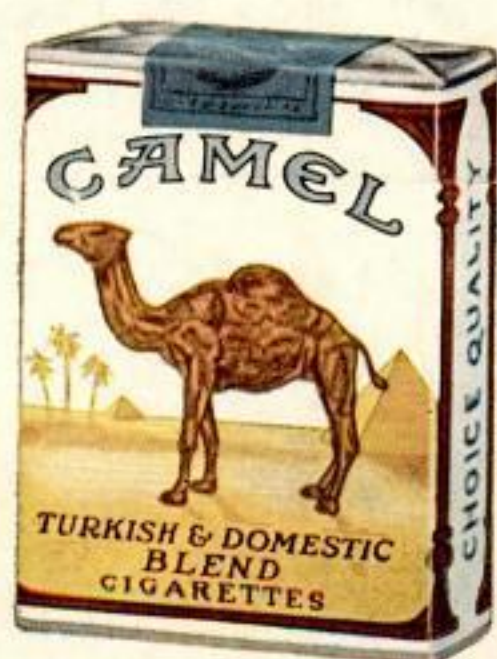
**SLOW BURNING—**  
protects natural qualities  
that produce  
*mildness, thrilling  
taste, fragrance...a  
cooler smoke...*



In recent laboratory tests, CAMELS burned 25% *slower* than the average of the 15 other of the largest-selling brands tested—*slower* than *any* of them. That means, on the average, a smoking *plus* equal to

**5 EXTRA SMOKES  
PER PACK!**

More puffs  
per pack...More  
pleasure per puff...  
with Camel's  
Costlier Tobaccos



**M**ANY a smoker has switched to Camels because his value-sense applauded the thrift of getting more puffs per pack. *But...*

That's only one small part of the story of slow burning. You get a lot more than savings!

You get *extra* mildness! Common sense tells you that a fast, fiery, hot-burning cigarette will not smoke comfortably or yield a delicate taste and fragrance. And that *slow-burning* tobaccos naturally would yield mild, mellow, and fragrant smoke.

You get *extra* coolness. You needn't be a scientist to know that the slower tobacco burns, the cooler the smoking.

You get *extra-fine* flavor. Excess heat ruthlessly destroys the subtle elements of flavor and aroma. Slow-burning Camel's finer, costlier tobaccos tell their own taste-tale!

So...for *thrift* and for a *smoking thrill*...light up a *slow-burning* Camel!

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Winston-Salem, North Carolina